

10, 1933

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CLXIV, No. 4 NEW YORK, JULY 27, 1933



## GAS makes its own NEW DEAL

LATE last year, The Philadelphia Gas Works Company came to Ayer for advertising counsel. Its product, gas. Its market, the city area. Its coverage, practically perfect. . . . Increased business could come only through increased consumption. How?

Ayer made recommendations, planned a new advertising policy. 1600-line advertisements replaced small, random sizes, gave greater visibility, continuity, consistency—and, through rotation, cost no more. Copy presented gas and gas appliances in terms of human comforts—well-cooked food, luxurious hot water, thrifty refrigeration, carefree home heat, increased leisure, decreased drudgery—instead of hardware, gadgets, and enamel finishes.

The new campaign began in February. The response was immediate. Salesmen were stimulated and relations with department stores, plumbers and other outlets distinctly improved.

April brought the biggest appliance sales of the year. May was 20% ahead of April. *And June was the second best month in the 97-year history of the business.*

## N. W. AYER & SON, Inc.

*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York      Boston      Chicago      San Francisco      Detroit      London

2nd St.  
e Bldg.

**For the First Six Months of 1933  
Media Records, Inc., Reports—**

Six days against six  
the Herald was

**FIRST**

*in General Advertising  
in Retail Advertising  
in Financial Advertising  
in Automotive Advertising  
in Classified Advertising*



Seven days against seven  
the Herald was

**FIRST**

*in General Advertising  
in Retail Advertising  
in Financial Advertising  
in Automotive Advertising  
in Classified Advertising*

At the half-way mark the *Herald* total of 5,489,652 lines of paid advertising is nearly 800,000 lines greater than the second paper—a clear-cut endorsement by the advertising profession of the *Herald-Traveller* as the greatest sales builder in the Boston area.

**BOSTON HERALD-TRAVELER**

Advertising Representative:  
**GEORGE A. McDEVITT CO.**  
New York            Chicago  
Detroit            Philadelphia  
San Francisco



For six consecutive years the  
Herald-Traveller has led all Bos-  
ton newspapers in total paid  
advertising.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXIV

NEW YORK, JULY 27, 1933

No. 4

**E**DITOR'S NOTE: This article is based upon information obtained in contacts with the following executives:

Edgar Kobak, vice-president, McGraw-Hill Publishing Co., Inc., and president, Advertising Federation of America.

W. L. Rickard, president, Rickard & Co., Inc.

S. L. Mulendyke, secretary, Marschalk & Pratt.

W. F. Mulhall, vice-president, G. M. Basford Co.

George R. Holmes, president, Technical Publicity Association of New York.

B. D. Patterson, vice-president, Harnischefeger Sales Corp.

A. F. Davis, vice-president, Lincoln Electric Co.

W. T. Watt, advertising manager, Fairbanks, Morse & Co.

L. C. Blake, advertising manager, Curtis Pneumatic Machinery Co.

C. F. Messinger, president, Chain Belt Co.

P. N. Guthrie, Jr., president, Reading Iron Co.

In addition, the article cites the increased advertising activities of the following companies:

Jenkins Brothers.  
Cutler-Hammer, Inc.  
Square-D Co.  
Aluminum Company of America.  
Sullivan Machinery Co.

B. F. Sturtevant Co.  
Republic Steel Corp.  
General Electric Co.  
Westinghouse Electric & Manufacturing Co.  
United States Steel Corp.

## Industrial Advertising Leads the Way Out

By Arthur H. Little

THE industrial advertisers—the advertisers who sell goods and services to the producers of commodities that consumers consume—are leading all advertising out of the depression.

While the consumer advertisers hesitate, while they con columns of conflicting interpretations of the National Industrial Recovery Act and wonder in which direction to move, and why, and how, the leaders among industrial advertisers are showing them, by example, which way, and how—and when.

For the leaders among industrial

advertisers are wading in. They are strengthening their display programs by stepping-up their business-paper schedules. They are expanding their direct-mail. They are reaching out for markets that heretofore they have not sold.

To the leaders among companies that sell the materials and the equipment upon which and by which factories operate, the current situation is something decidedly more than a problem. It is an opportunity.

They, too, are beset with knotty questions concerned with codes and

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quotations. Many of their respective codes are still in the making. Their material costs are jumpy; and their labor costs are on the rise. For the first time in four years, many of their factories are so busy that their superintendents confront a problem called production.

But they know, do these advertising industrialists, that when all the codes shall have been codified, when the last outraged purchasing agent shall have burned up a telephone in protest over price, and when all their plants shall have been adjusted and set so that they will run as smoothly as so many electric clocks, there still will be with their managements a problem called Sales.

Today, at the moment you are reading this, the leaders among industrial advertisers have overhauled their advertising, or are overhauling it; and they aim, not to slow it down and hold it so "until things clear up," but to speed it up.

In next month's industrial papers you will begin to see the effect. You will see it in increased volume of advertising; and behind the advertising you will sense a new spirit.

#### *Spirit Will Spread to Consumer Advertising*

And, it seems reasonable to believe that, as the linkage of cause and effect moves onward, that new spirit will appear in consumer advertising. The industrialists are setting in motion a force whose momentum will carry through.

I shall name names.

The firm of Jenkins Brothers, which manufactures valves, is doubling its advertising for the remaining months of 1933.

The company is a member of a valve-and-fitting group. With other companies in the group, and in line with President Roosevelt's suggestion that enterprises sell at fair profits, it has increased its prices.

But price is no element of Jenkins advertising. It never has been. The company sells quality; and quality will continue to run as a background theme through an

advertising program that, with more closely linked and broader coverage, will intensify Jenkins advertising in the fields it has been covering—and extend it to new fields.

To corral a share of the business that will result from public-works programs, Jenkins will carry its offensive into the water-works industry.

The company is increasing its advertising—doubling its space—in the petroleum field.

It is increasing its advertising in the industry that produces power.

It has set aside a new appropriation for advertising in the compressed-air field.

For years, the Jenkins company has used direct-mail. This year, in harmony with an expansion of advertising activity, it is spending \$50,000 on a new catalog. Starting in August, the company will circulate a mailing list of 55,000 names. Without his requesting it, a copy will go to every customer. Every jobber will be asked, by letter, how many copies he wants for his salesmen. A copy will go to every registered architect.

The catalog's immediate distribution, the company believes, will run to 45,000 copies; and by the end of the year the total will rise to 60,000.

So much, in highlighted outline, for the strengthened program of one advertiser.

There are others.

Here are a few high-spotted developments in a group of business papers that cut across most of the big-scale manufacturing activities in America:

Cutler-Hammer, Inc., is doubling its space.

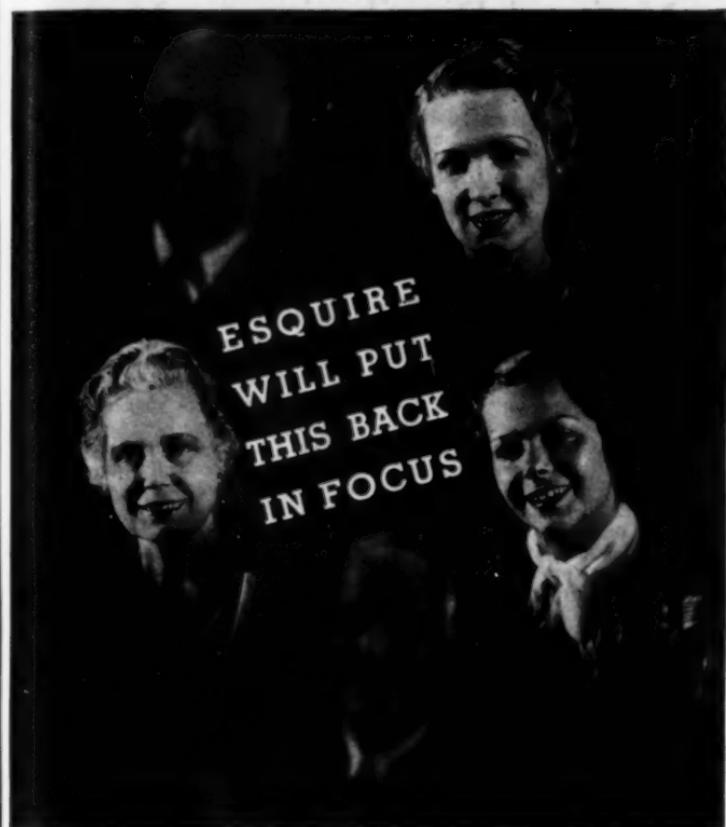
The Aluminum Company of America, the Bullard Company, and other concerns that had discontinued advertising are resuming.

And the following companies—among others—have stepped-up their schedules:

Square-D Company,  
Sullivan Machinery Company,  
B. F. Sturtevant Company,  
Republic Steel Corporation,  
(Continued on page 88)

This is the  
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that larg  
makers of  
ESQUIRE  
your sche  
the night.  
of magazi  
general

FIC



This is the picture that confronts American advertisers. The women stand out sharp and clear, but dim myopic shapes swim before your eyes in the place where the men ought to be. ESQUIRE will fix that! And if you're one of that large neglected army of makers of products for men, then ESQUIRE should shine out on your schedule like a beacon in the night. Because there's a myriad of magazines for women—and general magazines courting

women-readers. But there's almost nothing specifically devoted to men. But there will be, when ESQUIRE makes its bow on October 1st. And that's when you should make yours—to an audience, heretofore overlooked, of 100,000 men with money. 40 E. 34th St., New York, ASh 4-7181.

# ESQUIRE

A QUARTERLY FOR MEN

FICTION • SPORTS • HUMOR • FASHION

# National Distribution for New Kraft Salad Dressing

Six Weeks' Test in the East Stimulates Immediate Expansion into Markets Throughout the Country

**J**UST six weeks after the introduction of Miracle Whip salad dressing in an Eastern test campaign, the Kraft-Phenix Cheese Corporation is placing its new product in national distribution. The unusual reception accorded Miracle Whip in the East, confirming an increase in consumer demand for salad dressing effective even at the Kraft product's premium price, accounts for the sudden decision to expand into markets throughout the country, J. H. Kraft, vice-president, tells PRINTERS' INK.

The same spectacular advertising campaign which marked the Eastern introduction has been adapted to the national program, according to John H. Platt, advertising manager. This will include nearly half a million lines of newspaper advertising and an hour radio program, over a coast-to-coast network of fifty-four stations, featuring Al Jolson, Paul Whiteman and his orchestra and Deems Taylor as master of ceremonies.

Special counter and window cards and display ideas are being furnished dealers throughout the country for localizing the newspaper and radio campaign in every store which is handling the new product.

The national program starts August 3 with teaser announcements in newspapers in major cities. The following day large-space advertisements will feature the product's taste challenge: "Double your money back if you don't like Miracle Whip salad dressing better than the finest mayonnaise you ever tasted." Subsequent advertisements, running in smaller space over a period of months, will reiterate that: "Thousands prefer it to mayonnaise—yet it costs one-third less."

Numerous success stories follow in the wake of the Eastern débüt,

auguring well for the expansion move.

"We have had dealers tell us that they have never handled a food product which moved as rapidly as Miracle Whip immediately after its introduction," says Mr. Kraft. "A Boston dealer, for example, reported that he sold more jars of Miracle Whip in the first week of the campaign than he usually sold of mayonnaise in a month.

"One reason for these results is that we have created a new taste in salad dressing which combines the advantages of mayonnaise and old-fashioned boiled salad dressing. In the second place, we launched the product just at a time when there is a definite popular trend to salad dressing, probably due in part to the increasing use of salads.

"Price may also be a factor in the growing consumption, but cannot be a major one in view of the fact that our own product sells above the price level of competitive salad dressing. The quality of ingredients kept manufacturing costs at a point which did not permit us to make Miracle Whip a 'price' product."

It is the Kraft-Phenix view that there are two distinct markets of salad users available—people who prefer salad dressing and those who will continue to choose mayonnaise. According to Mr. Kraft, while Miracle Whip salad dressing is being aggressively pushed, there is no let-down in efforts to sell Kraft Kitchen Fresh mayonnaise.

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Raymond Browne with  
Getchell

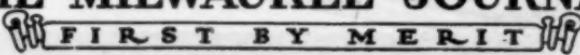
Raymond Browne, copy writer, group head and account representative with the J. Walter Thompson Company for the last seven and a half years, has resigned to join J. Stirling Getchell, Inc., New York advertising agency, in an executive capacity.

# With the President!

The Milwaukee Journal, in full accord and sympathy with the proclamation of the President under the National Industrial Recovery Act, is adjusting its operation to conform wholeheartedly with the plan.

Journal operations under the Recovery schedule will begin at the earliest possible time—on August 1, if adjustments can be made by that date—instead of waiting until August 31, the date set by the President.

Milwaukee has already made great strides toward better times, and welcomes the additional impetus given by this program.

**THE MILWAUKEE JOURNAL**  
  
**FIRST BY MERIT**

July 27, 1933

July 27

# Miracle Whip captures the New York Market in Three Weeks

**Thousands prefer it to mayonnaise - yet it costs  $\frac{1}{3}$  less**



Above: Te  
advertisem  
To left: Fo  
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*Below:* Announcement of the first commercial two-hour radio program ever broadcast.

AL JOLSON  
PAUL WHITEMAN  
DEEMS TAYLOR  
in a  
2 Hour Musical Review

**MONDAY, 9:30 TO 11:30 P.M., WEAF**  
Eastern Daylight Saving Time

**Opening a series of Monday Night Musical Reviews**

*Don't miss it!*

## **OVER 20,000 OUTLETS SECURED PRODUCTION DOUBLED**

three weeks' time, from June 26 to July 19, the Kraft-Phenix Cheese Corporation established "Miracle Whip" in the New York market. Unusual and aggressive merchandising efforts were used. Sales work, radio and newspaper advertising were coördinated so that a high pitch of intensity was attained.

Instant success followed the introduction. Over 20,000 dealers were secured in 23 days. So rapidly did this campaign produce sales volume it is being extended nationally eight months ahead of schedule.

*The Kraft-Phenix Cheese Corporation has been a client for a number of years.*

## **WALTER THOMPSON COMPANY**

### **Advertising**

# Novelty Packing Lifts Quality Goods above Price

How a Hairpin Company, Menaced by Competition at Half Its Price, Got Capacity Outlet

By G. Noel Bolinger

Vice-President, Sta-Rite Company, Inc.

WHEN low-price competition enters the picture the only thing for the manufacturer with an established quality product to do is to seek some method by which he can make his product stand out over its low-price competitors.

This was the situation that faced us as manufacturers of Sta-Rite Bob Pins.

Back in 1926 when bobby pins first made their appearance on the market, they were put up with two pins on a card, to sell for 15 cents. As time went on the number of pins on a card was increased to four for 10 cents, then to eight for 10 cents, and so on. A year ago the most popular packings on the market offered thirty-six pins for 10 cents.

About that time foreign countries began shipping inferior pins into the United States at a greatly reduced price, and it became a general practice for manufacturers in this country to cheapen their merchandise as much as possible and to sell thirty-six pins for 5 cents.

Inasmuch as we have always had a reputation for manufacturing

high quality lines of hair pins and bob pins, we disliked very much to cheapen the quality of our pins and yet it was rather difficult for us to sell thirty-six pins for 10 cents when our competitors were selling the same number to retail for 5 cents.

Under the circumstances, we began looking around to see what we could offer our customers which would offset the difference in the number of pins on a card. We finally decided upon designing some cards which, in themselves, would have a strong appeal to the consumer.

The first novelty packing that we designed was the Screen Star packing. It met with instant success.

The upper half of the Screen Star Bob Pin cards are made up to resemble photographs. Girls and women can save them for their movie albums or their dressing tables.

The Screen Star cards originally featured only feminine stars, but recently we have added six male stars to the series.

We had a very definite reason



Movie Stars appear on the upper half of the Screen Star Bob Pin cards; another series uses cartoon characters for cutouts as an appeal to girls from three years and up

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A DAILY NEWSPAPER FOR THE HOME

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## CLOTHING MERCHANTS

***Find it "Made to Measure"***

These retail dealers in wearing apparel know buying conditions in their neighborhoods. Their use of The Christian Science Monitor indicates a skill in fitting medium to market no less important than their facility in fitting garment to wearer . . . indicates, further, a market worth cultivating by other merchants and manufacturers.

# THE CHRISTIAN SCIENCE MONITOR

*Published by The Christian Science Publishing Society,  
Boston, Massachusetts*

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*Branch Offices:* New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco,  
Los Angeles, Seattle, Miami . . . . . London, Paris, Berlin, Florence

---

for adding two other novelty packings of bob pins to our line. Until these packings were introduced (they were first announced in July business papers) no one was paying any particular attention to the children's market for bob pins, and yet almost every little girl from three years of age on up uses a bob pin of some type.

In order to go out after this market, we felt it necessary to design some packings which could be recognized immediately as appealing to children. One very colorful series was worked out under the name of "Sta-Rite Cut-Me-Out Bob Pins," while another series was worked out along the photographic idea so that it would go along nicely with our Screen Star Bob Pin packings. The first series of cards features Little Orphan Annie, Perry and Winnie Winkle, and Chester Gump, while the second series features pictures of Hal Roach's "Our Gang."

In the "Our Gang" series we offer to send a large picture showing the complete gang, including Pete, the dog, to anyone sending in the right-hand half of six cards. This naturally encourages children to continue buying the series of cards, once they have made a purchase.

We are very fortunate in having an item which can be sampled very easily and economically. A card of our bob pins can be very easily slipped into an envelope along with a letter, while most manufacturers find it more difficult to present their products to prospective customers. For this reason we naturally do a good deal of sampling by mail.

In addition to this we have a sales organization of ten men to contact the wholesalers, in addi-

tion to the larger of the syndicates.

Our business-paper advertising reaches retailers and beauty shops, and is carried on consistently throughout the year. Our advertisements on the novelty packings are appearing in nine papers.

Consumer advertising on the novelty packings has not started yet, but we expect to get it under way during the fall months. We have been keeping our name and staple numbers before the public persistently, however, and have increased our advertising appropriation every year since we began advertising in 1925. Our consumer advertisements that are being run this year range in size from a half-column to a full page. Six magazines are being used.

We are operating our plant twenty-four hours a day in order to supply the demand for these novelty packings and our staple numbers. It isn't anything new for us to be operating our plant on this schedule, but the novelty packings have enabled us to sell higher quality and profitable numbers in place of cheap unprofitable merchandise.

At the time we conceived the ideas for these novelty packings, we realized that something out of the ordinary would have to be done to keep our plant working twenty-four hours a day, because of the competition we were having with the cheaper bob pins. In our opinion, therefore, by keeping our eyes on the future, we have been able to make our plans in such a way as to maintain our output at its peak. Likewise, we have been able to give employment to more people than at any time since our business was started.



### "Time" Appoints H. J. Black, Advertising Manager

Howard J. Black has been appointed advertising manager of *Time*, New York. He has been with *Time* for nine years and for the last eight years has been Eastern advertising manager.

### Geyer Advances Haren

W. M. Haren, space buyer and production manager of the New York office of The Geyer Company, has been promoted to account executive.

### Butler with "Herald Tribune"

William R. Butler, for a number of years in charge of automobile advertising for the *New York Evening Post* and more recently with the *New York American*, is now with the *New York Herald Tribune* in charge of motor car and motor truck advertising.

### Joins Lambert & Feasley

Gordon C. Eldridge is now with the Detroit office of Lambert & Feasley, Inc., advertising agency. He previously had been with Austin F. Bement, Inc., which he joined in 1925.

pacing the field

**AGAIN!**

For the first six months of 1933  
The Chicago Daily News led all  
Chicago daily newspapers in Re-  
tail, General, Automotive and  
Total Display . . . and in Total  
Advertising Linage.

—Authority: *Media Records, Inc.*

**THE CHICAGO DAILY NEWS**

*-Chicago's Great Home Newspaper*

GEORGE A. McDEVITT CO., National Advertising Representatives  
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

# Mr. Keim Prefers a P



THE BOONE MAN REPRESENTS  
27 HEARST NEWSPAPERS

DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

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# aPOINTER

*"This is no time for Guesswork Merchandising. Even if a market looks good, attack it only after competent investigation has shown, beyond doubt, that there is Strong Probability of bagging the game."* Statement of Mr. R. D. KEIM, Vice-President-Director of Sales, E. R. Squibb & Sons, New York.

WE AGREE. The most accurate market analysis is none too perfect . . . the very latest is not too new.

Market conditions change almost overnight . . . the fluctuations of some one industry may suddenly alter the buying power of an entire market area . . . a city that was overstocked yesterday is ready to buy tomorrow . . .

For these reasons it is essential to have unquestionable knowledge of conditions in every market area . . . and to send your salesmen into only

those areas where conditions are ripe for profitable sales.

And it is for that reason that Hearst newspapers have devoted even more than their customary attention to a constant study of their different markets, 14 of which are represented by the Rodney E. Boone Organization.

These studies are always available to advertisers and to advertising agencies. According to many of these, the impartial and dependable data of Hearst merchandising analyses has really been the basic reason for many notable sales successes . . .

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
NEW YORK

American  
Herald

N T S  
E R S  
  
Georgian  
American  
Detroit Times  
Bee-News  
Intelligencer

American  
Intelligencer

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles		Seattle

# MORE LINAGE

For the first six months of the year, The Free Press shows a gain of 123.7% in HOUSEHOLD AND ELECTRICAL APPLIANCE advertising, compared with the corresponding period in 1932. One evening paper showed a gain of 2.6%; the other a loss of 5.5%. Percentage of the total business carried by The Free Press advanced from 21.8% in 1932 to 38.2% in 1933. Tell your selling story through the columns of The Free Press. Reach right into the pocketbooks of two-thirds of the family circle that is doing four-fifths of Detroit's buying at this very moment.

## The Detroit Free Press

Fit

A Reco

IT has irritated per public not more message reader-a individual

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# Fitting the Advertising Message to the Medium

A Recognized Practice in the Trade Press Seems to Be Increasingly Evident in the General Field

By Marsh K. Powers

President, Powers-House Company

IT has long been a source of irritation to many business-paper publishers that advertisers do not more consistently mold their messages to fit the particular reader-audience furnished by each individual publication.

It was—and is—their belief that the procedure of using a single generalized message throughout a publication list entails a serious loss in effectiveness because of the lower reader-interest in the non-specific message.

In defense of their policy, followers of the generalized method usually point to the unavoidably high ratio of production expenses to space investment, in artwork, engravings, and composition required for the different plates if specialized copy is furnished to each trade and technical medium in a list of such publications. Some—perhaps more frank—admit that the increased creative time required is the deciding factor in their policy.

I do not know of any figures which disclose whether, in the business-paper field, recent years have shown a gain in the proportion of specialized copy furnished.

It is my impression, however, that, as the years pass, business publishers are finding less and less to worry them in this regard. Today, I am beginning to suspect an increasing trend toward specialized copy in a field in which it has been relatively neglected—that is, in publications reaching the mass public.

In this reference to specialized copy, I am not taking into account programs aimed to influence one sex to recommend brands of merchandise purchased by the other sex—as, for example, when a maker of men's ready-made cloth-

ing seeks to influence men's purchases through their wives. The topic is here limited to merchandise purchased by both sexes but advertised in a manner that takes into account very definitely the differentiation in editorial contents of the media carrying the advertising.

The simplest device of this kind which I have yet noticed was that employed by Lionel Electric trains in pre-Christmas magazines last year. By the inexpensive change of a single word in the headline, a masculine message

**"TO FATHERS WHO  
WANT TO BE PROUD  
OF THEIR SONS"**

became, in a feminine journal—

**"TO MOTHERS WHO  
WANT TO BE PROUD  
OF THEIR SONS"**

Had it not required, in addition, a change of illustration and one word-change in the body-copy, this would have represented the irreducible minimum in adaptation cost. The easier procedure—to use the words "parents"—would have materially dulled the appeal.

A more drastic development in the same direction is evident in Chrysler advertising, in which, to secure the desired effect, liberties are taken even with the central theme.

The catch-line for the Plymouth car, "Look at all three," which has been so steadily and impressively featured, is shrewdly modified when the appeal is made to the feminine portion of the market. In recognition of the fact that, in a woman's eyes, mechanical and technical details fade into airy insignificance in comparison with appearance, comfort, and interior

July 27, 1933

July 27,

fittings, the phrase "Look at all three" becomes "*look inside* when you look at all three."

Pontiac, not satisfied to rest on the sweeping generalization that men are men and women are women, takes into account the fact that men differ among themselves and that the process of editorial selection tends to segregate birds of a feather.

With this differentiation in mind, it recently published an advertisement which, not only in make-up but in contents, could almost have been mistaken for an editorial page. The underlying purpose was obvious—to furnish the type of information for which readers, by the purchase of the particular magazine in which this page was published, had shown a preference. A phantom view of motor and chassis, a number of comparable illustrations, and accompanying copy restricted to captions freighted with technical information, constituted the entire advertisement.

The example just cited illustrates in maximum degree the differentiation possible in media-specialized copy. Its broadest opportunity must always lie where editorial specialization is most definite.

On the other hand, it is not at all illogical to assume that sufficient difference exists between publication audiences, both as to readers and as to reading habits, so that the difference could be capitalized more effectively than is the present policy among advertisers who use comprehensive lists of publications.

#### **Brute Strength Instead of Specialization**

In fact, it has sometimes seemed to me that, the larger an advertising program becomes, the less likely it is to be spent with a fixed determination not to overlook any opportunity to increase its effectiveness. More often it appears that the advertiser's reliance is placed in brute strength, rather than in that alert watchfulness and careful attention to details which the advertiser who is "on his way up" employs to make his

less abundant dollars effective in the face of heavier competition.

Even if the critic of this specialization theory, holding to Kipling's contention in regard to the Colonel's lady and Judy O'Grady, maintains that it is impossible to isolate the Mr. and Mrs. Johnson who read *Saturday Fiction* from the Mr. and Mrs. Johnson who read *Hedge and Hearth* and the Johnson family which reads *Cosmos Review*, nevertheless there is an additional and less disputable factor in the equation—the governing mood of the reader.

#### **Different Moods Make Different People**

We can admit that we would be utterly unable to distinguish between the three Mrs. Johnsons and their husbands, if we met them on the street. We can even go further and agree that there is, fundamentally, only one pair of Johnsons, instead of three.

But we can maintain, without contradiction, that a Johnson in the mood for fiction is not exactly the same individual as when his—or her—mood calls for world news or when it is interested in fitting up the attic or planting dahlias. Even a cigarette advertiser might conceivably key his messages to what might be called the "Reading Moment" and profit by the stratagem.

When I mentioned toward the first of this article that differentiation of this nature had been relatively infrequent in the case of general media, I should have qualified the comment in one particular.

One group of publications has been consistently recognized as "different" and, in my opinion, has thereby suffered a handicap from which it is only now emerging. I refer to those magazines published to report the activities, the interests, and the possessions of those whom *Time* labels "Socialites."

After reading some of the "appeals"—(a rank misuse of the word)—which were once prevalent in such media and are still printed by some advertisers, it would be logical to assume (1) that all individuals of wealth and social posi-

tion (etc.) of reason are enraged for pun (3) that solely or atmospher or won't words in

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Jesse H. ident of the publishing Co. guest 1.

Mr. Neative secreta Papers, Inc., for over t general ma & Pulp A

For four surer of the Wor capacity wi ness Bureau

Hittlemen

James E. ern sales m been appoi for the His Brooklyn, N. Y. merly head assumed the o of this brev

tion (either or both) are devoid of reasoning power, (2) that they are enraged if a tradesman suggests a legitimate economic reason for purchasing his merchandise, (3) that they buy wholly and solely on the basis of rarefied "atmosphere," and (4) that they can't or won't read more than twenty words in any one message.

You probably can identify the style of copy to which I refer without the need for a sample. One favored pattern reads:

**Blankenblank** begs to inform you that his autumn collection is ready and should be honored by your visit.

Now, it may quite possibly be that copy in this tradition is an heirloom from England but why it has persisted is something I do not understand. It would need a callow and inexperienced plutocrat to be deeply impressed by such repression.

My observation is that the abnormally rich—by past or present standards—have acquired (or retained) some considerable part of their dollars through shrewd buying; that they are, on the average, more careful and cautious spenders than the rank and file.

Granted that, being people of affairs, their time for leisurely

reading is limited, nevertheless I can see no reason to attempt to persuade them by the use of stilted copy that fails to say anything worth saying. Writers preparing copy for this market should remember the story told of a scion of one of our richest dynasties who, even during the "Coolidge Boom," was discovered having a dozen squash balls re-covered rather than go to the expense of a new boxful.

It seems to me fairly certain that, with greater insistence on making each advertising dollar carry its own load, the trend to media-specialized copy will be more and more evident and will continue until such time as easier conditions operate to relax advertisers' efforts. "Run this in the whole list" will be less and less the accepted procedure.

Readers who take more than one medium should appreciate this change.

They will not be so often confronted—and bored—by the repetition of identical messages wherever they turn. At the same time advertisers should feel an increased response from readers who find group-personalized messages to read, in place of messages which attempt to stretch over the whole gamut of the market in a single presentation.

### Jesse H. Neal to Join Case-Shepperd-Mann

Jesse H. Neal will become vice-president of the Case-Shepperd-Mann Publishing Corporation, New York, August 1.

Mr. Neal who was the first executive secretary of the Associated Business Papers, Inc., and served in that capacity for over ten years, more recently was general manager of the American Paper & Pulp Association.

For four years he was secretary-treasurer of the Associated Advertising Clubs of the World, also serving in a similar capacity with the National Better Business Bureau.

### Hittleman Brewery Appoints

James E. Fitz-Gibbon, formerly Eastern sales manager for Mission Dry, has been appointed general sales manager for the Hittleman Goldenrod Brewery, Brooklyn, N. Y. Philip Frankle, formerly head of his own agency, has assumed the duties of advertising manager of this brewery.

### Peerless Motors Enters Brewing Field

Brewing Corporation of America is the name under which Carling's ale and beer will be manufactured and distributed in the United States.

J. A. Bohannon, president of the Peerless Company, wholly owned subsidiary of the Peerless Motor Car Corporation, Cleveland, announces that Peerless has amended its charter, changing the name of the company to Brewing Corporation of America.

Peerless has acquired exclusive American rights to manufacture beer and ale under the formula controlled by the Brewing Corporation of Canada and its subsidiaries including Carling Breweries, Ltd.

### Hough with Lavin

Marshall I. Hough has joined Lavin & Company, Inc., Boston advertising agency, as account executive. He was at one time secretary-manager of the Indianapolis Trade Bureau. Later he was with the H. B. Humphrey Company, Boston.

## G-E Appoints Coe's New Agency

**C**HARLES FRANCIS COE, INC., is a new advertising business with offices at 570 Lexington Avenue, New York. Mr. Coe, author and widely known for his articles in *The Saturday Evening Post*, heads this new agency which will serve as a sales and advertising counsel.

It has been appointed by the General Electric Company to prepare and place a campaign on its combined products, which will tie in each individual product with all the products in the G-E group. This appointment is in addition to the company's existing advertising

agency representation which continues unchanged.

The campaign will soon get underway with spreads in magazines.

Mr. Coe, from 1918 to 1921, directed his own sales promotion business at Boston. He was also president of Coe Motors, Inc., distributor. He gave up business and since 1927 has devoted himself to writing which will continue to receive his attention now that he has resumed business.

Raymond Hinchman, who has been with Lennen & Mitchell, Inc., will join the Coe agency as production manager.

## New Standard Oil Campaign

**A** NEW wine-colored gasoline, containing an anti-knock compound, was introduced last week by the Standard Oil Company (Indiana) in an extensive advertising campaign.

The program includes widespread use of daily newspapers in the thirteen States in which the company has distribution, outdoor advertising and promotional material for distribution by service station

attendants. County seat weeklies will be added later.

The new product is marketed under the trade name Red Crown and sells at the same price as the former Red Crown gasoline which it supplants. The introductory copy featured in large space a brief message by Edward J. Seubert, president. Subsequent advertisements will stress reason-why angles for buying this gasoline.

### Additional Washington "Post" Representatives

The *Washington Post* has appointed Garner & Grant, Atlanta, as its Southern advertising representatives. Thomas L. Emory, San Francisco, has been appointed Pacific Coast representative. As previously reported, the *Post*, which recently came under the ownership of Eugene Meyer, is being represented in the East by Frank H. Meeker, New York, and in the West by Guy S. Osborn, Inc., Chicago.

### Affiliate with S. N. P. A.

Three State groups of newspapers have become associate members of the Southern Newspaper Publishers Association, following a recent change in the association's constitution and by-laws. The first group to join is the North Carolina Press Association. The Tennessee Press Association and the West Virginia Publishers Association also have voted to become associate members.

### Moloney, Vice-President, Paul Block and Associates

Herbert W. Moloney has been elected vice-president and appointed assistant sales manager of Paul Block and Associates. Mr. Moloney started his business career with Mr. Block twenty-five years ago, leaving for an interval to personally represent a group of papers. Later he re-joined the Block organization for which he now undertakes new responsibilities.

### Joins "Liberty"

John Gilmer, formerly with the McGraw-Hill Publishing Company, *The Saturday Evening Post* and *Literary Digest*, has joined the Eastern advertising staff of *Liberty*, New York.

### Appoints Minneapolis Agency

The American Drug & Chemical Company, Minneapolis, has placed its advertising account with Addison Lewis & Associates, advertising agency of that city.



## BUSINESS PICK-UP IN BALTIMORE

Among the local business-recovery items appearing recently in The Sunpapers were the following (here given in condensed form):

July 2—Building operations in Baltimore for June show an increase of 71 per cent. over May.

July 4—Export and import activities at the Port of Baltimore stage an upward trend in June.

July 8—Providing work for 500 to 1,000 men, the Pennsylvania Railroad orders resumption of work on the Hoffman street tunnel—a unit in the company's \$22,000,000 improvement program for Baltimore.

July 12—Baltimore Association of Commerce, in a survey just completed, finds continued improvement of general business in Baltimore.

July 18—The 11,000 employees at the Sparrows Point (Baltimore) plant of the Bethlehem Steel Company receive a fifteen per cent. increase in wages.

## THE SUNPAPERS IN JUNE DAILY (M & E) 269,834

**THE  
MORNING**



**SUN  
SUNDAY**

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Detroit: Joe R. Scolaro

St. Louis: C. A. Cour

Atlanta: Garner & Grant

July 27, 1933

July 27



# Boots! Boots! Boots!

Kids, lizards, suedes, satins—more than ~~10,000,000~~

**C**HICAGO is a huge market for merchandise. Women's shoes, for instance—\*10,000,000 pairs a year!

Today, this market is even greater. Chicago families in every income level have an accumulation of wants.

Mother and Sister need shoes! And when they buy shoes they think of new hose, a dress, a hat, perhaps a new ensemble.

Consider the vast unfilled ~~w~~ <sup>advertisers</sup> in well over 400,000 families ~~in Chicago~~ loyal to the Chicago American.

These American families are ~~atched by~~ <sup>waiting for</sup> to buy now. Business is snap ~~ing news~~ up... wages are increasing.

The average Chicago family spends \$1300 a year for merchandise. ~~This figure, which~~ <sup>rate, is an estimated</sup> means *Chicago American* ~~family~~ <sup>will spend a half billion dollars</sup> ~~in the next year!~~ <sup>(\$500,000,000)</sup> ~~the total Chi~~

**CHICAGO AMERICAN**  
a good newspaper  
*and* A M I G H T Y M A R K E T O R

National  
Rodney E.



Over 10,000,000 pairs!

filled with advertiser who seeks maximum families in Chicago can afford not to American. develop fully the enormous market es are reached by the most widely read s snapping newspaper, the Chicago go.

erican. *The figure, which we believe to be reasonably accurate, is an estimate based on the most authoritative statistics available from Federal and other sources, and was made to approximate the total Chicago market.*

National Representatives:  
Rodney E. Boone Organization

## YOUTH SPENDS

*To get ahead, to earn more and spend more, to be thrilled with life and to enjoy it to the full—these are the desires of the "younger" market which distinguishes the Chicago American.*

*The Chicago American caters to "those who are or who think under 40". It is completely modern . . . presents with a flair the human interest, romance, drama in the day's events. Only in this light can its readers be understood, and their greater urge to spend appreciated.*

A  
KE OR MERC H AND I SE

# Test Copy-Testing Methods, Is A. N. A. Recommendation

Nine Methods Have Ardent Supporters, Committee Finds, But Which Is Most Effective?

**A**S chairman of a committee on pre-testing and post-testing of advertising copy, Mr. Dyke, at the recent conference of the Association of National Advertisers presented the following report, summarizing the committee's findings. His committee, a part of the A.N.A.'s research council, appointed to determine the advisability of having the association sponsor a copy-testing study, recommends that a test of testing methods should be the first step.

By Ken R. Dyke

Executive Vice-President, Johns-Manville Sales Corporation

**A**PRECIATING the complexity of the assignment and the many widely divergent theories and methods which have been experimented with, the committee has devoted a major portion of its time to an exhaustive study and review of all available published data sources.

This study included the review of more than 150 articles which have appeared in the advertising press during the last eight years; review of eighteen books; and interviews with many leading exponents of copy-testing methods.

The committee next undertook a survey of the A.N.A. membership to determine certain important facts regarding present copy-testing practice and to sound out the opinions of the members on this subject. One hundred fifty-four replies to the mail questionnaire were received and the replies were for the most part detailed and unusually informative and helpful.

Here are the high-spots of the survey results:

1. One hundred six or 70 per cent of those replying do not pre-test the effectiveness of their publication advertising in any way.

2. Out of the thirty-seven members who do pre-test, twenty-six or 60 per cent find that "pre-run advertising with checked sales and inquiry returns in test sales areas"

the most effective method. Five use the "consumer jury" method—and two stated "direct-mail tests."

3. To the question "Do you feel that on the average, experienced advertising and sales executives working with an able agency can successfully arrive at productive advertisements without the trouble and expense of pre-testing methods?"

Fifty-six replied "Yes."

Forty-three voted "No."

Fifty-five—no answer.

4. The next question the committee believes to be a particularly important one—and the replies unusually interesting and startling!

The question—"After your publication advertising has been running for some time, what method do you, or your agency use to check up on its effectiveness?"

46 replied "Check coupons or inquiries"

20 said "Check sales volume"

8 said "Ask our salesmen"

7 said "Reactions of dealers"

7 said "Consumer investigation"

66 made no effort to check at all!

5. In reply to the query "Have you read any book on advertising in the last year that was helpful in assisting you to more accurately pre-test or post-check advertising results?"

One hundred and thirty-two

voted "Yes."

6. The feel the for the duct study variou post-te ing?"

Yes—  
No—  
No  
The vote o dicate has a bilities finding measur ness.

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Cincin

The ad Products caps, and company, ru cinnati, a Advertising Magazine

voted "No." Twenty-two voted "Yes."

6. The final question "Do you feel that it would be worth while for the A.N.A. to sponsor or conduct a scientifically supervised study of the practicality of the various methods of pre-testing and post-testing publication advertising?"

Yes—ninety.

No—twenty-two.

No vote—forty-two.

The Committee feels that the vote of four to one seems to indicate that the A.N.A. membership has a sincere interest in the possibilities of a study directed toward finding more effective means of measuring advertising effectiveness.

As a result of its research the committee finds that the following nine methods of testing are in use and have ardent advocates and followers:

1. Testing by coupon or inquiry count and analyses.
2. Pre-runs in test sales areas.
3. Consumer jury or "order of merit" methods, before publication.
  - a. by personal interview
  - b. by mail
4. Memory recall by consumer, after publication.
5. Recognition by consumer, after publication.
6. Timed attention; reaction optical tests; before publication.
7. Pre-judging by rating on psychological scoring factors, before publication.
8. Analysis and comparison of sales before, during and after advertising.
9. Opinion of professional advertising men.

The committee has no comments to make at this stage in its research regarding the relative merits, advantages or disadvantages of these varied methods, nor does it feel



### Cincinnati Agency Appointed

The advertising accounts of the Jax Products Company, rubber milk bottle caps, and the Ace Manufacturing Company, rubber jar openers, both of Cincinnati, are being directed by the Archer Advertising Company, Inc., of that city. Magazines are used.

that any such statements can be made without more scientifically correct and comprehensive studies than have been made to date.

Emphasis is placed on the fact that the problem under consideration is the testing of the effectiveness of publication advertising—not the effectiveness of a complete sales campaign—of which this advertising is generally only one factor—and not necessarily the most important factor.

The committee believes that since advertising, other than mail order, is not designed to make sales *unaided*, it is possible to have successful accomplishment of advertising objectives—*without successful sales results!* And, of course, the reverse English, as well! Think it over—it will bear remembrance in connection with copy-testing!

The committee believes that before any practical or acceptable testing of the relative effects of varying factors of any advertisement, or of the relative effectiveness of one advertisement versus another can be made or attempted—we must first study, test, compare and evaluate the relative effectiveness and efficiency of all known methods for measuring these factors and advertisements—and establish an approved, scientifically correct testing methodology.

This "test of testing methods" should be the first step in a planned program of research having as its objective a more adequate means of measuring advertising effectiveness.

The committee is now engaged in the second phase of its work: The preparation of a detailed research plan to accomplish its objectives with recommendations as to procedure, personnel, supervision and budget requirements. This will be submitted to the research council for consideration at an early date.

### Forms Talky-Tyres Division

The Talky-Tyres Division of the Geuder, Paeschke & Frey Company, Milwaukee, has been formed to manufacture and sell animated steel signs for use in connection with tire covers, poster bulletins, curb signs and interior signs. A. A. Henkel is manager of this division.

# ABOUT CLEVELAND'S FINANCIAL CONDITION



*Cleveland is out of the Depression  
This week \$57,000,000 celebrates it*

To all intents and purposes this is new money, released to a city which knows that money's only use is use.

In certain respects Cleveland is unique. It is wholly a city of producers. It is a city of technicians. It is a city of experts. This includes even the so-called "common-unskilled" labor of her mills and shops. It is a city of persons who make things to be used.

Geologic and geographic situation was first responsible for this. In Cleveland iron and coal meet. So does land and water transportation. So do East, West, North and South.

More than 3000 different kinds of things precisely vital to all industry and serving all human needs are made in Cleveland. Products which make a standard of living high. Machines and tools, devices and parts, ideas engineered into objects of use,

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NATION  
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NEW  
230 PARK

which are essential to industrial fabrication everywhere. Thus industry's first revival throbs in Cleveland.

So nervous and vital an industrial organization was hit early by the depression. But the ingenuity which built Cleveland's industrial diversity was driven to greater inventiveness by the new necessities.

Now that the depression's pall is lifting, it finds Cleveland's steel mills roaring; machine shops working nights.



Business improvement is definite at all points. Small as well as large factories are putting on men; some working overtime; some, continuous shifts. Every type of business is feeling new life. Already this has had marked effect on the community's retail trade.

This revival has come while two of Cleveland's banks have been closed.

Now a reorganization of the National City Bank of Cleveland allows it to absorb the closed Union Trust and Guardian Trust companies.

July 21—depositors received approximately \$57,000,000 which has been tied up in these two banks since February 27. It is the money of a people who have been chafing to use it.

This \$57,000,000 will go into immediate circulation.



## The Cleveland Press

A Scripps-Howard Newspaper



NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVENUE, N. Y. C.

MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
*and of*  
MEDIA RECORDS, INC.

## FACTS ABOUT CLEVELAND

**STEEL** — The iron and steel industry in the Cleveland district has made a most remarkable increase in operations. Pig iron production in Cleveland-Lorain increased from 95,000 tons to 127,000 tons. Steel operations in Cleveland are now 85 per cent of capacity, with one large mill running at capacity.

**AUTOMOTIVE** — Thompson Products (valves) has more than 50 per cent greater production than last year. National Acme (screw machine products) has a 60 per cent increase in employment over a year ago. Eaton Manufacturing's axle business has doubled, and the company has three shifts. Midland Steel's plants are nearing capacity.

**METAL INDUSTRIES** — Six largest Cleveland foundries reached 93.8 per cent of normal production in May. Steel & Tubes has a "rush of orders" for



welded tubing. Browning Crane & Shovel adds 25 per cent more workers. Ferro Enamel's June shipments were the largest in history. June at Apex Electrical was the best month in 20 years.

**GENERAL INDUSTRY** — Sherwin-Williams (paints) running at capacity in Cleveland for the last 14 weeks. Glidden Co. (paints) report dealers are piling up

stocks again. Joseph & Feiss (men's clothing) added 200 employees in one week. Illuminating Co.'s power output (all classes of consumption, including domestic) is 10 per cent better than a year ago.

**SHIPPING** — Iron ore movement is 2,200,000 tons greater so far this year than last, a gain of 38 per cent. Coal movement up-



lake is 40 per cent greater. One eastern Ohio mine, largest in the region, is running three shifts a day. Railroad car loadings in the Cleveland terminals were 4 per cent greater than in the same period last year.

**EMPLOYMENT** — Working forces in manufacturing plants increased 6½ per cent in June, the largest monthly increase on record. The most extreme increase took place in the copper



and aluminum industries—27 per cent in the month. Makers of automobile parts increased their forces 10 per cent. Thirty-one out of the 100 typical plants expect to take on more men in July.

JOHN W. LOVE,  
*Business Columnist*

# The Cleveland Press

A SCRIPPS HOWARD NEWSPAPER

CLASS OF SERVICE DESIRED	
CABLE	
TELEGRAM	FULL RATE
TELETYPE	DEFERRED
RIGHT MESSAGE	RIGHT LETTER
RIGHT LETTER	WEEK END LETTER
(Customer should check desired service desired; otherwise message will be transmitted on a full-rate basis)	

**Charge to the account of:**

# WESTERN UNION

J. G. WILLIAMS, *Chief Executive*



*Such the following persons subject to the States are their Servants, which are hereby agreed to*

July 25, 1933

President Roosevelt  
White House  
Washington, D. C.

THE PRINTERS INK PUBLICATIONS ENTHUSIASTICALLY ENDORSE THE N.R.A. PLAN. WE WILL EARN COMPLETE ARTICLE WITH APPROVAL OF SEAL IN OUR THURSDAY ISSUE URGING EVERY MANUFACTURER AMONG OUR READERS TO BE AMONG FIRST TO HELP CREATE MORE JOBS AND PURCHASING POWER IN THE FORM OF HIGHER WAGES & DOCTRINE WHICH WE HAVE BEEN PREACHING FOR MANY YEARS.

Wire-50 words  
city. Printers' Ink Pub. Co.

Printers' Ink Publications  
New York

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

## **Advertising Methods to Be Used to Speed Recovery**

By Roy Dickinson

PRESIDENT ROOSEVELT, on Monday evening, fired the first shot in a huge campaign conducted by advertising methods to bring back prosperity. Work for more men and more pay for all men under the "blanket code" was the first step. It is now up to all employers to reduce hours and raise wages. A thirty-five to forty-hour week and a \$12 to \$15 minimum wage.

Now the Government, by advertising methods, goes after the consumer to buy only products made and sold under the National Recovery Agreement. The people who were all worried about the attitude of the Administration toward advertising under the New Deal should take heart by this—that when we are fighting for economic salvation advertising methods are called upon to make words turn into the actualities of more busi-

ness, created by more purchasing power.

The country cannot wait for individual codes to get under way. With prices fast running away from wages, something immediate had to be done and a five-month war against depression, starting on August 1, is the President's answer.

Under methods found successful when the Army needed war-time material and when the sharp light of public attention was focused upon the management or the workmen who laid down on the job, under the same methods found so successful in putting over various Liberty Loans, the Government now puts enforcement of its code into the hands of the people. Good-will is thus recognized as the greatest force in the United States and the Government, through its trade-mark reproduced on page 30, is asking business men and consumers to do

July 27, 1933

business only with those who have signed the President's agreement.

Already by telegraph General Johnson has requested presidents of Chambers of Commerce in every city of 10,000 or over in the United



### WE DO OUR PART

*The N R A Insignia*

States to take the initiative in forming local campaign committees to carry on the drive for increased purchasing power. The advertising and publicity campaign is directly under the supervision of Charles F. Horner, of Kansas City, who directed the Speakers' Bureau of the United States Treasury during the Liberty Loan drives.

Every employer, on or after August 1, who has signed the agreement with the President to put into effect a shorter work week and minimum wages or better, may present a certificate of compliance and receive his posters and badges. The agreements will be filed in Washington and will also be posted with the local postoffices. Consumers also who wish to co-operate after August 1 may go to authorized establishments which are to be designated later and file a statement which is to read: "I will co-operate in re-employment by supporting and patronizing employers and workers who are members of the N. R. A." Upon signing such an agreement all consumers will be given an N. R. A. membership button. The whole campaign will start in this way. From

today forward, every employer of a few or many men will receive a letter from the President or written in his name, asking him to co-operate.

In this letter there will be enclosed a blank form of an agreement between the employer and Mr. Roosevelt himself. His signing will be entirely voluntary. There is no law that will require the employer to make the promise to the President direct as to working hours and pay for his employees. That is going to be effected through arousing the power of public opinion, through the printed word and by other advertising methods.

The employer mails his signed agreement in the return envelope provided, sending it to the nearest branch of the Department of Commerce. "I ask you," the President writes, "as an employer to do your part in signing." And then he says, "This agreement is part of a nationwide plan to raise wages, create employment and thus increase purchasing power to restore business."

When the deadline of August 1 arrives, and from that day on as fast as signatures are received, every signer takes his certificate of compliance to the Postmaster. He is then handed by the postmaster his posters, badges, stickers and other advertising material. Each one of these will carry the slogan "Member N. R. A. We do our part." The employer is to put these on his goods, in his windows and on his delivery cars.

If one store has a poster in its window and there is none in the hardware shop across the street, the President and the Administration expect people to buy from the partner in Government who has signed the agreement and who has the designating mark to show that he has.

The sign in the window, the mark on the package, the sign on the delivery truck and the button in the consumer's lapel are the advertising methods that are going to be used as they were in war days to make the people conscious that there is a battle on and each one must do his part. In order to

oyer of receive ent or ng him be en- agree- er and s sign- tuary. require promise work- is em- be ef- power gh the adver-

signed envelope nearest of Com- president to your he says, nation- create pur- ness." August 1 on as received, certificate master. the post- stickers material. carry the We do to put windows

in its in the street, nistrat- from the who has who has new that

w, the sign on button the ad- going in war nscious ed each order to

focus attention upon the action, there will be back of the whole idea, advertising in newspapers, radio and every other channel of communication. Up to the present moment it is said that the Government has already invested \$200,000 in printing and engraving to get its first material ready.

At the time of this writing paid advertising plans for actual space are still in the formative stage. However, since the Government does not expect steel manufacturers or others to contribute their merchandise to the Recovery program, it is entirely probable that a considerable amount of paid advertising will be used and word on this is expected at any time. The Government has before it the recent example of Great Britain which, three years ago, invested approximately \$300,000 in advertising space in its tremendous conversion plan.

#### *Precedent in War Material Advertising*

Moreover, the Government has its precedent in the United States. One interesting incident was the campaign used in newspapers and business papers to sell war material in 1925. At this time \$2,100,000 was invested in advertising, a sum which represented approximately one-half of 1 per cent of the gross returns of \$1,300,000,000 realized from the sale of surplus war material. The Shipping Board also used paid space and the Army in the past has used a certain amount of paid newspaper space.

One of the most interesting phases of this new call upon advertising to perform a service as it did in war-time days is the modern use of the near boycott instead of the old-fashioned appeal to patriotism. Public opinion, aroused by advertising methods, is going to be asked to make the laggard's social contacts unhappy, and actually to injure the business of those who do not do what the President asks to increase purchasing power and shorten hours.

Many people are going to say that the Government is adopting war-time methods at a time when

"natural economic forces are bringing about recovery." And yet nothing can be farther from the truth. Careful students of figures who, week by week, watch production increase its lead over buying power in the battle to get back to the 1924-25 price mark, realized that something had to be done quickly. The avalanche of codes that the Administration was waiting for finally arrived and approximately 200 of them came in. The Great Atlantic & Pacific Tea Company, which has often been a lone worker where chain stores were concerned, wired its full endorsement. Walter Chrysler, among scores of others, raised wages and announced it. Yet, more and more people urged that a mass attack be made to raise purchasing power before production too far outstripped it. And now this mass drive has come with a vengeance.

The Administration is in deadly earnest about this discrepancy between production and purchasing power. It is using war-time methods to get all of the public back of its mass attack. As PRINTERS' INK has been saying for many years editorially, all the advertising exhortation in the world falls to the ground unless purchasing power gives people something with which to make their demand effective.

It is the first time that advertising itself and advertising methods are going to be used to bring about this great increase in purchasing power which will broaden the base of effective demand and so make all advertising more effective over the years to come.

It is a dramatic national development which may well make every man engaged in the business of publishing, advertising and its allied crafts proud and anxious to do his full share in making the new mass attack a success which it must be if we are to achieve economic salvation.

Manufacturers and retailers, readers of PRINTERS' INK who have always been leaders in their various lines, will undoubtedly be among the first to put every effort back of this plan.

## Pep for Salesmen

The Old-Time Methods Are All Right if They Are Adapted to Present Conditions

THE MILLS-WOLF CORPORATION

TULSA, OKLAHOMA

*Editor of PRINTERS' INK:*

We would like to have an index of all articles appearing in PRINTERS' INK during the last several years on the following subjects:

Staging sales contests,  
Establishing quotas for salesmen,  
Creating enthusiasm among salesmen to build sales.

R. C. KEEFAUVER.

THE increasing number of inquiries that PRINTERS' INK is getting concerning various methods of stimulating salesmen is one of the most encouraging signs of improved business.

The Government can do its part with its new economic theories, enthusiastic and optimistic speculators can plunge in the market, but every good executive knows that the burden of recovery is going to be carried pretty largely by the man who goes out on the road with his sample case full of new merchandise.

Because we have been through such disillusioning times and because most salesmen have suffered such drains on their enthusiasm, the sales executive today is faced with unusual problems if he wishes to build back salesmen's enthusiasm to where it was in the years of 1928 and 1929.

Since human nature does not change very rapidly, it is safe to assume that the same psychological tricks that were of value in 1928 and 1929 will be just as valuable during the next period of recovery.

Therefore a good rousing sales

contest will do the same kind of job today that it did five years ago. However, the sales executive who thinks that any kind of a sales contest will work because it is a contest, has another guess coming. He will do well to read the articles that have appeared in PRINTERS' INK and to delve deeply into his own past experiences before he manufactures a contest without giving it the careful consideration it needs.

One of the most difficult problems, however, that faces sales executives is that of establishing quotas. It is here that the material that has appeared in PRINTERS' INK should be of particular value.

There are almost as many ways to establish a quota as there are of killing a cat, but the quota system that is not based on an equitable foundation is doomed to certain failure as is the system that endeavors to get too much out of the salesmen without giving them enough in return.

The sales executives who believe that good management means the piling of quota upon quota until eventually each salesman is given a quota that is unobtainable is not going to make out very well under new deal conditions.

The paraphernalia of sales management will remain much the same during the next few years as it has been in the past. However, it will be subject to variations to bring it up to date. Therefore, the best sales executive will be he who can borrow wisely from the past to build a structure of the future.—[Ed. PRINTERS' INK.]



### Joins Stevens and Wallis

Owen G. Reichman has been appointed treasurer of Stevens and Wallis, Inc., Salt Lake City advertising agency. He formerly was with the Federal Bureau of Efficiency in Washington. About seven years ago he was with Stevens and Wallis, the agency he now joins.

### New Blizzard Campaign

Business papers, farm papers and direct mail are being used in a new campaign which the Cleveland office of the Campbell-Sanford Advertising Company has been appointed to direct for the Blizzard Manufacturing Company, Canton, ensilage cutters.

New  
DAN A.  
110 J.

Chicago

Lake M.

**T**HE 4-M's that dominate in Washington, D. C. . . .  
. . . market,  
. . . money,  
. . . mood,  
. . . medium—

A "market" with a population of three-quarters of a million, having fixed incomes, which gives both the "money" and the "mood" for spending—and then **The Star**—Evening and Sunday—provides the ONE and ONLY "medium" needed to satisfactorily and influentially cover this market—comprising the National Capital and the 25-mile radius into Maryland and Virginia.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.

Chicago Office  
**J. E. LUTZ**  
Lake Michigan Bldg.

There is no substitute for  
**The Star** in Washington.

*No advertising campaign for 1933  
should omit the National Capital.*

Member Metropolitan Sunday Newspapers



FOUR HUNDRED and some odd years before Christ, Cyrus the Younger covertly assembled an army of thirteen thousand and moved against his brother Artaxerxes II in Persia. With him were a few thousand Spartan mercenaries and a Greek youngster who had run away from home, unwittingly to become the first war correspondent on record. The expedition ended unhappily with the death of Cyrus at Cunaxa, leaving his leaderless army a thousand miles from home in a strange and hostile country. Young Xenophon took over command and began the most memorable and successful retreat in history. Evading the Persians, skirmishing with local tribes, crossing mountains, fording rivers on inflated skins, living off the country as they moved, hiring out unwillingly to princes who had axes to grind, Xenophon after some years brought ten thousand of his men home. And as the war-worn and weary refugees caught sight of their own familiar blue ocean, they cried out in thanksgiving and relief, "Thalassa, thalassa!"—"The sea, the sea!"

All this is related by Xenophon himself in two works which have always been the marvel of the military and the plague of schoolboys, the *Anabasis* and *The Retreat*. In severe Attic Greek he wrote simply and impersonally the chronicle of his days. But almost every paragraph has the same start—"Enteuthen exelaunei . . ."

*Enteuthen exelaunei*—Thence he marched, so many parasangs to such a place, noted for this and that, where they did something or other. And again the next paragraph opens "*Enteuthen exelaunei*"—Thence he marched. Delays, difficulties, obstructions, but always he marched—"Enteuthen exelaunei."

PRINTERS' INK is forty-five years old this month.

One hundred and fifty years ago the eminent Dr. Johnson in commenting upon the spread of the "art of advertisement"

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# P. I.

"ἘΝΤΕῦΘΕΝ ἘΞΕΛΑΥΝΕΙ"



remarked that it had virtually reached perfection in his time.

More than a century later, *Printers' Ink* found the "art" far short of perfection. In four and one half decades P. I. has seen it become an honest, organized business, something of a profession and almost an art. Its progress from a simple aid of business to an essential economic force and a vast influence in the life of our day has been recorded upon its small pages week after week, year after year. Yet each new issue exposes new problems, new solutions, new situations. P. I. has been Advertising's Xenophon, and "*Enteuthen exelaunei*" might well be its motto.

After forty-five years, it seems that all things should be settled, all principles established, all ways made clear. But issue after issue, P. I. brings up new problems, new solutions, new situations. We yet know so little, and have so much to learn. Because Advertising marches—towards a Sea that this army of practitioners will never see this side of Paradise.

Almost each day brings a new beginning. All our experience teaches us only what we may not do. Yesterday's sesame is Dead Sea fruit. The profitable practice persists in profit

only a little while. The sure thing of today is the old stuff of tomorrow. The good technique of one year is trivial and trite the next. The strong media of the past are often the waste paper of the present. Because each decade a new generation comes up, changing the public mind, voiding old values, making old opinions obsolete, setting up new standards. Life marches. Advertising marches. There is no long stop, no homing goal, no definite destination.

We must watch, and wonder a lot, try often and fail frequently, and pray once in a while. The best tools of our changing craft are the calendar, the waste basket, and the open mind. Without these we are lost.

And the magic word of advertising is not Free, or You, or Quality, or Price, or Science—but NOW. Today! “*Enteuthen exelaunei . . .*”

**W**E CONGRATULATE *Printers' Ink* upon its age, its long roll of success and service, its continuance in a ruthlessly changing world. We hope it will prevail long in prosperity!

And selfishly, we hope that this fourteen-year-old newspaper may attain P. I.'s age, a period given to few newspapers. The News has won the widest public of any newspaper in this country only because it fits its times, serves its present public. And the advertiser with today's best job in mind is profitably and gratefully using this great medium. It marches! Yesterday is dead, and none of us may answer for tomorrow.



## THE ☐ NEWS

*New York's Picture Newspaper*



220 EAST FORTY-SECOND STREET, NEW YORK

Tribune Tower, Chicago

Kohl Building, San Francisco

# When the Merger Is Favorite of Economic Gods

A Study of Combinations, in Light of Present Conditions, Showing Why Sales Mind Should Dominate

**T**HE proposed unscrambling of the Drug, Inc., merger has been accepted in some quarters as a sign that business is in for a period of de-merging. This reasoning overlooks the fact that in any period of rising prices and improved business there are many advantages in combinations. Despite the National Industrial Recovery Act, business men are still weighing the advantages and disadvantages of mergers. Thus Mr. Donald's article, with its step-by-step analysis of the advantages of properly planned business combinations, comes at a psychological time.

By W. J. Donald

Partner, James O. McKinsey & Company

**T**HE merger movement is not yet over, and once security markets become favorable to security flotations, we may well expect it to return in considerable volume.

We shall never know, probably, to what extent the merger movement of the previous decade was economically sound. No sooner had it established a momentum than the financial crisis and economic depression broke in its face. What might have been notably successful mergers have turned unprofitable.

To what extent the lack of profit was due to a bad merger management; to what extent it was due to the merger itself; to what extent it was due to the depression, we shall never be able to determine exactly.

It is generally agreed that the expected economies of the merger movement had less realization in the marketing aspects of business than in production or in finance.

It has been usual to man executive positions following huge mergers with thoroughly competent financiers, attorneys, engineers and production executives. All too frequently, the marketing problems of a merger have been discussed in glib ignorance by persons who treated such problems

as though we were still in the seller's market, which we lost a decade before, or by persons who dealt with the subject as though it could be solved in as quantitative and mathematical a fashion as an engineering, manufacturing or accounting problem.

Too frequently it has been taken for granted not only that volume of sales could be maintained, but also that the volume would be increased indefinitely, and it has sometimes been assumed that that increase could be secured, despite economic recession, with a smaller sales force, with less sales effort, less advertising and, unfortunately, as a rule with no thought of merchandising.

The marketing advantages and economies to be secured from mergers vary widely according to the class of merger or combination of classes of merger. Among those which have been generally assumed are the following:

1. Stabilization of price in highly competitive markets.
2. Standardization of products in the interests of a lower price and a lower cost of production from large scale continuous operations.
3. Reduction of expense of advertising.
4. Reduction of the sales force.

# True Story Newsstand UP with Bu

## *August re-orders show remarkable pick-up*

THE current rise in business furnishes a fine confirmation of True Story's newsstand sales policy. With increased consumer purchasing power, True Story's newsstand sale shows a remarkable pick-up. Newsstand sale follows the payroll in good times and bad; squeezes out the unemployed, the non-spender—assures readers who can buy—who are buying.

### *Typical Telegraphic Re-orders for August (July 1st)*

"Could use 50 more copies at once, 50 copies received yesterday all gone."

*Lynn, Mass.*

"Will you kindly ship us a re-order of 40 copies of the August True Story. Recovery sheet shows dealers sold out."

*Westfield, Mass.*

"If we could have 100 additional August True Story we could sell them."

*Shreveport, La.*

"Ship fifty August True Story at once."

*Troy, New York*

"Please rush two hundred August True Story, shops working good."

*Flint, Mich.*

"Please rush 100 more August True Story."

*Duluth, Minn.*

"Rush seventy-five copies True Story."

*Marshalltown, Iowa*

"Vancouver will have clean sale on August True Story."

*Vancouver, B.C.*

"Rush 100 August True Story, sale going good."

*Portsmouth, Ohio*

"Rush 100 August True Stories today sure."

*Pawtucket, R.I.*

"Rush 10 to 15 copies August True Story, very necessary."

*Roswell, New Mexico*

Rush 50  
Story, need

Rush re-  
order  
True S  
Young

True Story  
order 100  
at once."

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# Wssstand Sale Goes thBusiness

Rush 50 August True Story, need them badly."

*Norfolk, Va.*

"Rush re-order 150 August True Stories."

*Youngstown, Ohio*

True Story sales indicate 100 re-order, send it once."

*Niagara Falls, N. Y.*

"Can use 100 August True Story at once."

*Jackson, Mich.*

Forward at once 200 August True Story."

*Topeka, Kansas*

Please rush 300 extra August True Story."

*Rochester, N. Y.*

Express 100 more August True Story."

*Cedar Rapids, Iowa*

"Can use a hundred copies if shipped immediately."

*Decatur, Ill.*

"Send re-order 75 True Story."

*Aberdeen, Wash.*

Rush 50 copies of True Story."

*Stratford, Ont.*

Rush re-order 100 True Story."

*Savannah, Ga.*

"Re-order 200 True Story."

*Worcester, Mass.*

"Ship re-order 100 August True Story."

*Norfolk, Virginia*

"For the past two years I have spent most of my time writing letters to different publications explaining why business was so damned rotten in Gary. I am not going to bother you by telling you in a series of letters how good things are in this particular town. Our checkup of July 9 shows we need 200 copies of True Story."

*Gary, Indiana*

"Please send me 150 copies August True Story."

*Springfield, Mass.*

"Send 500 additional True Story."

*San Francisco, Calif.*

"Send re-order 50 True Story August, net already passed."

*Fort Smith, Ark.*

"Rush 200 August True Story."

*Akron, Ohio*

"Can use another 100 August True Story."

*Dayton, Ohio*

"Please rush re-order 50 August True Story, first re-order already sold out."

*Charleston, So. Carolina*

"We can use at least 200 copies. This is our third request for August True Story."

*New Britain, Conn.*

"Rush 100 August True Story."

*Davenport, Iowa*

"Please ship re-order 100 August True Story."

*Grand Rapids, Mich.*

"Going over great, send 50 more copies August True Story."

*Camden, N. J.*

"No surplus True Story, impossible to ship copies to Akron, Galion or Portsmouth final True Story sale will be over ninety per cent."

*Columbus, Ohio*

"Only 100 True Story amongst all dealers, have to have at least 100 August number."

*New Britain, Conn.*

"August True Story showing wonderful sale. If you have any copies on hand reship 100 copies."

*Providence, R. I.*

July 27, 1933

5. Reduction of the total number of branch offices and branch office expense.
6. Improvement in the quality of marketing staff service available in the marketing of all products in the line.
7. The rounding out of a family of products.
8. Reduction of sales administration overhead.
9. Reduction of sales traveling expense.
10. Reduction of transportation charges through elimination of cross shipments.
11. Strengthening of the position of the company in reciprocal selling.
12. Strengthening of the position of the merged company in relation to large dealers especially department stores, chains and syndicates.
13. Reduction of the number of drops, and the amount of distressed merchandise once the initial stages of the merger are completed.
14. Partial elimination of competition from inferior products.
15. Advantages of more adequate financing of purchases, especially through an allied instalment credit corporation.
16. Increased security for trademarks.
17. Making possible a stronger policy of selective distribution.

The marketing policies which are vital to the success of a merger from a marketing point of view, have to do with:

1. Merchandising.
2. Channels of distribution.
3. Pricing.
4. Advertising and sales promotion.
5. The sales force.

It is under each of these headings that I wish to consider the vital aspects of success in marketing if mergers are ever to be what has usually been claimed for them.

#### **1. Merchandising:**

I define this term as "translating the consumer demand into a program of creating utilities," or as H. A. Richmond puts it, "putting sales interest into the product." It includes such activities as:

Improving the product, or the package; discovering new uses or users; redesign; changing unit of sale; adding new lines; simplifying the line; establishing proper price lines; developing by-products; selling service along with the physical product, etc.

Mergers and consequent large-scale operations should have made it possible for many mergers to do an infinitely better job of merchandising than was ever possible by individual companies. Some mergers have succeeded in this.

Two carpet companies combined, and have done a better job of design and of coloring throughout the whole price range than the individual companies did before. The combined company can afford to maintain a better merchandising department that keeps in contact with the trade and knows what the public wants and what will sell.

The best mergers have been those in which progressive merchandising dominated at least one unit before the merger ever took place, but in which a better job of merchandising has been done since the merger. In too many cases, however, mergers have been inspired more by a desire for bigness or for a better price or for a semi-monopoly position, rather than by a desire to do a better job of producing the kind of merchandise that the public wants.

Merchandising, in the sense in which we have used it, translating consumer demand into the creation of utilities, needs tremendous improvement in manufacturing companies. It cannot be left to retailers and to distributors. The troubles of mergers in this period of economic stress serve to emphasize this defect.

#### **2. Channels of distribution:**

A good many mergers have assumed that a larger scale of operations will solve the increasingly difficult problem of the choice of the medium through which goods shall be distributed. The decline of the independent wholesaler in some lines of business has left many a company with the difficult problem on its hands of finding

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economical means of distribution to these other retail and other outlets which the company cannot afford to do without. To some organizations, the solution seemed to be direct retail or customer selling.

Direct selling is turning out to be exceedingly expensive as volume and prices have declined during the depression. It has often been assumed that salesmen could sell effectively a family of products, some of them not well related. Often the assumption has been quite wrong, except in the case of small dealers, and more than one merger has been disappointed over the impracticability of training a sales force to sell effectively more than one line of products. This has been especially true of specialties.

Pretty nearly every type of merger has had its disappointment over the economies of direct dealer selling and especially over the possibility of the salesman selling the complete line.

Another marketing advantage that is presumed to accrue to mergers is the strength of the merger in dealing with large retail buyers. It has been glibly assumed that strength must be matched with strength and size with size. What is forgotten, as a rule, is that back of the retailer is the silent, but extremely powerful, consuming public, a reserve force which the retailer can throw into the battle when the need appears.

By and large, the efforts of manufacturers to dominate the customer situation have proved bitter disappointments and the truth is that the point of view belongs to the age of the seller's market, which disappeared in 1920.

### 3. Pricing:

Considering the limitations of indirect, legal price maintenance, it is not surprising that many mergers were aimed at price stabilization through the merging of a refractory unit in an industry with another more conservatively inclined. In defense of those who wish to stabilize prices, it should, however, be said that more than

one company conducted itself deliberately to create a nuisance value for itself and often such companies succeeded in selling out for a price that capitalized fully the advantages of price stabilization.

### 4. Advertising and sales promotion:

The merger claims in the field of advertising and sales promotion have often been made with little or no knowledge of the facts or conditions in the case. They have proved exceptionally disappointing. In fact, a substantial opinion is that the most successful mergers of the last few years are those which have increased their advertising and sales promotion rather than reduced them. That is, their advertising and sales promotion costs have been as great or more than would have obtained had the individual companies not been merged.

Some mergers which thought they could economize on advertising and sales promotion found to their bitter disappointment that the name of an individual company and the influence of bigness is not a substitute for the trade name long established and well entrenched by advertising.

In other cases, the emphasis after mergers has been successfully laid on the prestige of bigness and a corporate name. This is particularly true in those lines of business in which products of competitors offer only minor, insignificant variations and are practically staples, and in which price, service and integrity of the producer in business transactions with the dealer mean more than any trade name.

There is no universal formula in the field of advertising and sales promotion. That is the most definite and important conclusion to be reached in regard to mergers in marketing. Its significance, however, lies more in the declaration that advertising is not necessarily the life blood of an industry than in the assumption that economies in advertising can be achieved by mergers or the idea that advertising is an economic waste. What is

July 27, 1933

# PHILADELPHIA SETS PACE IN JOBS AND PAY

Revival in Phila. Better  
Than Average in Rest  
of United States

Employment and payrolls in Philadelphia's industries are increasing more rapidly than the average reported for the rest of the Nation, figures published today by the Federal Reserve district here indicate.

These figures serve to confirm the opinions of leaders in widely varied industries throughout Philadelphia that in the last four months the trend has been definitely upward.

The Federal Reserve figures are not yet available for June, but the report issued today indicates that the tide is still flowing strong and the June indices are expected to show increases over the May figures.

**Higher Than U. S. Average**  
Philadelphia's position as compared to the average for Pennsylvania and the country at the end of May is indicated by the following table prepared from the Federal Reserve figures:

Factory employment.....	Phila. Pa. U.S.
Factory payrolls.....	65.3 58.1 61

From the Evening Public Ledger,  
Saturday, July 1, 1933

# PHILADELPHIA *leads the pace*

**E**VERY index points upward in Philadelphia — workshop of the world — and figures indicate that no city in America will benefit more quickly from future upward trends.

Increased demand for industrial and textile products adds to the buying power of Philadelphia, for here is to be found the diversification of industry that insures balance and stability.

Always one of the most important, responsive markets in the United States, Philadelphia today offers to national advertisers a greater share of their total sales potential than ever before.

Curtis-Martin Newspapers are the key to the sales you may expect in this great market, since they provide the only complete coverage of both Philadelphia and its A. B. C. suburbs.

**CURTIS-MARTIN NEWSPAPERS, INC.**

*Independence Square, Philadelphia*

**PUBLIC LEDGER**  
MORNING      EVENING      SUNDAY

**The Philadelphia Inquirer**  
MORNING      SUNDAY

July 27, 1933

food for one business is poison for another.

#### 5. The sales force:

The problem of consolidating sales forces has given merger executives more headaches than any other single factor in the merger movement. If one valued the evidence from a number of merger cases, it would seem as though a refusal to try to consolidate sales forces is the best policy, at least until such a time as other important merger policies had been settled.

The policy of continuing each separate sales force more or less in competition with the other sales forces has been followed in some cases with marked success. Some of the most disastrous results have followed an effort to require the sales force to sell the complete line of a merger.

One well-known company undertook to divide its sales forces in such a way that different members of the sales force would sell the complete line to particular types of customers. The policy would seem to be essentially sound, since it was directed to serve the customer well, with a sound knowledge of the customer's problems and difficulties to be solved. Yet the policy did not succeed, at least, it has not succeeded as yet and has been abandoned, possibly only temporarily. The failure lay in two conditions:

A. Competitors on particular lines ganged to break up the effective selling of the merger.

B. The sales force itself, espe-

cially that part of the old sales force which had been accustomed to selling specialties only, rather than selling business service, declined to undertake the new type of job. It went on "strike in detail."

Whether the failure was inherent in the program itself; whether the failure was due to ineffective sales direction, training and leadership, or whether it was due to the adverse conditions afforded by the depression, is a question which will never be settled.

Mergers should offer a vast opportunity for better selection, training, compensation and supervision of the sales force than many individual companies can possibly afford. That mergers have not made the most of these possibilities is not surprising.

The great majority of sales executives have come up through the selling ranks and are steeped in the tradition of sales practices secured during the seller's market from 1897 to 1920. Some of the younger of them got into executive harness during the war when they learned the worst sales practices that sales executives could learn. It is still true that a great majority of business executives are not adequately market minded.

If marketing in mergers has not been a notable success, considering the large number of mergers that have taken place, it is scarcely surprising because there are not enough first-class marketing executives to go around among the large number of large corporations which mergers have brought about.

#### Bell & Howell Elect Hall

Fred M. Hall has been elected vice-president in charge of Eastern offices of the Bell & Howell Company, Chicago, motion picture equipment. His headquarters will be in New York. Mr. Hall has been with Bell & Howell five years, first as traveling sales representative and later as manager of the company's New York office.

#### In Charge of Radio for Reese

James Martin, formerly radio director of the Federal Advertising Agency, New York, has joined Thomas H. Reese & Company, Inc., advertising agency of that city, where he will be in charge of the radio department.



#### Patents New Device

A new outdoor advertising device has been developed by John H. Benya, for the last five years assistant advertising manager of Thompson Products, Inc., Cleveland. A series of cards passing through the device, for which protection has been granted by the Patent Office, can be produced in Neon lights at regular intervals.

#### Weed with Automotive Paper

J. C. Weed has been appointed Michigan representative of *Automotive Daily News*, Detroit. He formerly was with the *Detroit Star* as business manager and advertising manager of *Masonic News*.

**A** *display*  
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## How They Sell in Helsingfors

**A**DVERTISING has been selling merchandise in Finland under unusual circumstances. In most of the towns population is small and scattered. There are no firms that local retailers can employ to put up the manufacturer's window display. Therefore, ingenuity has to be used to make all displays entirely ready to be put into the windows.

They have to be so arranged that by putting the different parts of the displays closer together or some distance from each other, the retailer can use the same display for windows of different widths. Therefore, they are made of durable wallboard with metal hinges and collapsible stays.

All packages shown on the displays are fastened to the display pieces with nails. The display, in turn, is packed in a box made of plywood with a strong frame. The sides of the box are painted and the box itself constitutes an advertisement for the manufacturer's products. Since Finland is a bi-language country, the wording on all displays is run in two languages.

By making each display flexible

enough to fit varying types of space, making them simple enough so that a retailer not versed in ad-



Two typical Finnish window displays

vertising methods can set them up without trouble, and also in making each display act as a counter salesman, Finnish manufacturers have done an interesting and unusual job.

+ + +

### Help for Younger Agency Men

PHILIP KLEIN, INC.

Advertising Agency

PHILADELPHIA

*Editor of PRINTERS' INK:*

That's what I call "Service" with a capital "S"!

No sooner do I ask for information when—smack out of the barrel—it's here!

To the younger agency man PRINTERS' INK certainly fills the niche for information.

Thank you again.

PHILIP KLEIN.

### Newspaper Wins Suit

The right of a newspaper to accept or reject any advertising offered to it for publication was upheld by the Iowa Supreme Court in litigation which was decided in favor of the Corrall, Iowa, *Herald*. A suit for damages and an injunction action had been brought by a local merchant whose advertising was refused.

### Collier Gets Contract for Advertising in New Subway

Barron Collier is president of the Manhattan General Advertising Company, of 1465 Broadway, which has been awarded the contract for car card and station poster advertising privileges in New York City's new independent subway system. The contract was awarded by the Board of Transportation.

Mr. Collier, head of the Street Railway Advertising Company, and whose companies control the advertising privileges in both the Interborough and Brooklyn-Manhattan Transit companies, organized the new company which was the only concern to make a bid.

The bid guarantees to pay the city 60 per cent of gross receipts during the contract period. The bidder also guarantees a minimum monthly payment of \$20 per subway car operated monthly.

### Marshall Field Appoints

Ira J. Cool has been appointed Chicago district sales manager of Marshall Field & Company, wholesale, Chicago. He was previously in charge of the company's Los Angeles office.

## Revised Standard Order Blank Adopted

**T**HE new Standard Order Blank is now being used by space buyers. This follows announcement of adoption of revisions, which have been under consideration for many months, by the American Newspaper Publishers Association, Periodical Publishers Association, Associated Business Papers, and the Agricultural Publishers Association, in co-operation with the American Association of Advertising Agencies.

The revisions mark the first change since the original form was adopted by the same organizations in 1920. Previous to that time,

trade practices varied greatly. This led to frequent controversies and misunderstandings. The Standard Order Blank was an attempt to establish greater uniformity. It has grown sufficiently widely in use to become a standard for the industry.

The 1933 revisions have brought the Standard Conditions, a codification of practice, into line with current practices and clarified obscure parts. No provision is made for further and individual changes either by agencies or publishers, except by conspicuous crossing out on the back of the form, or equally conspicuous additions on the face.

## Mathes Has Own Agency

**J.**M. MATHES has organized his own advertising agency under the name of J. M. Mathes, Inc. Offices will be in the Chanin Building, New York.

Mr. Mathes had been with N. W.

### St. Louis Ad Golfers Meet

The Advertising Club of St. Louis held its first annual golf tournament last week at the Norwood Hills Country Club. Gordon C. Hall won first prize in the blind bogey, Henry Keeler second prize and John Ring, Jr., third prize.

William Vollmer shot seventy-six for low gross and E. Lansing Ray, Jr., seventy-seven. Prizes were also awarded to Carl Richert, Arthur Ocker, Jack Elliott, A. Floyd Chapman, Dave Fleischer, Paul Allen Ebbs, James McNamee, Coloman Kaldor and Edward Hill.

More than fifty contestants participated in the tournament. Chairmen of the committees were: Hubert J. Echele in charge of golf, and Norman Terry, in charge of prizes.

### Adds Raak to Staff

Bentley Raak, formerly assistant art director of *McCall's*, is now associated with Birmingham, Castlemann & Pierce, Inc., New York advertising agency, in the capacity of typographical consultant.

### Death of H. H. Heming

Harry H. Heming, president of the Heming Advertising Service and a pioneer advertising agent of Milwaukee, died recently at that city. He was about seventy years of age.

Ayer, Inc., for twenty-four years when he resigned last March as senior vice-president and director. He was head of the New York office from 1919 until his resignation.

### Gautier with Newspaper Association

Louis F. Gautier has joined the headquarters staff of the Publishers Association of New York City. For a number of years he was publishers' representative of the *New York Morning Telegraph* and was long associated with the *New York World*. He is president of the New York State Circulation Managers Association.

### Coutlee Joins Merck

Douglas Wakefield Coutlee has been appointed director of advertising of Merck & Company, Inc., manufacturing chemists, with headquarters at the company's executive offices in New York. For the last three years Mr. Coutlee was associated with E. R. Squibb & Sons.

### U. S. Brewing Appoints

R. W. Turner has been appointed advertising manager of the United States Brewing Company, Chicago. He was formerly advertising manager and assistant general sales manager of the Kiel Furniture Company, Milwaukee and later was with the Blatz Brewing Company.

I announce with pleasure the election of

## HERBERT W. MOLONEY

as Vice-President of our organization and  
his appointment as Assistant  
Sales Manager.



Mr. Moloney started his business career with me twenty-five years ago. He left us for a time to represent personally some very important Newspapers, and earned an enviable reputation.



We were exceedingly happy when he later rejoined us, and we are certain the new responsibilities he is now undertaking, will be pleasing to his many friends among National Advertisers and Advertising Agencies.

### PAUL BLOCK AND ASSOCIATES

NEW YORK

LOS ANGELES

CHICAGO

PHILADELPHIA

Detroit

BOSTON

SAN FRANCISCO

July 27, 1933



## BEG PARDON, PHOENICIANS, if we've been stealing your stuff

● We rather thought the Rule of Three was our own idea. But archaeologists now tell us that the Phoenicians knew about it. Clever people—the Phoenicians. Space was cheap and yet they dug up the facts and carved them in stone.

We'll be content if we can carve the Journal's Rule of Three in the memory of every space-buyer. It's very simple, after all! Just this—that  $1+1+1$  equals the maximum return from your advertising dollars.

- 1** Amount of circulation. The Journal has the largest daily circulation in the Pacific Northwest.
- +** **1** Type of circulation. The Journal reaches more families of established spending ability.\*
- +** **1** Milline Rate. The Journal has the lowest milline rate in the Pacific Northwest.

\*Conclusively proved in the R. L. Polk & Co. Consumer Study of Greater Portland—based on 64,322 interviews out of 90,440 Portland families.

# THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York Chicago San Francisco Los Angeles H. R. Ferriss, Seattle

# The Business of Selling Books

In Many Ways Its Merchandising Problems Are Unique to This Hopeful Industry

BROOKE, SMITH & FRENCH, INC.  
DETROIT, MICHIGAN

*Editor of PRINTERS' INK:*

We should like very much to receive a list of the articles published since 1915 in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* on the subject of merchandising of books.

COLIN C. CAMPBELL.

BOOKS have always presented one of the toughest merchandising and advertising problems that would-be advertising experts have had to crack. This has not deterred the experts, however, from rushing forward with various solutions to the problem which the book publishers, hopeful souls that they are, have listened to patiently.

As a matter of fact, on various occasions the publishers themselves have hired outside advice to tell them how they could put their business on a more satisfactory basis, on such a basis supposedly as the businesses of making safety razor blades, soap and coffee.

The book publisher, unfortunately for him, has to deal with public taste in a way that has no counterpart except, perhaps, in the theatrical business. King C. Gillette could invent the safety razor and then continue to bring out the same safety razor by the millions. The publisher brings out a book which has its moment of popularity and then is forced to issue another book which, even though it may be by the same author, is entirely different in tone and appeals to an entirely different group of readers. Therefore, even a comparatively small publisher's list consists of a score or more different articles of merchandise.

Because publishers have their individual tastes, it is natural that a certain type of book becomes identified with a certain publishing house. This led a few of the more optimistic some years ago to believe that they could build accep-

tance for their imprints. This hope was illusory, as was quickly proved.

Anybody who has been reading the exceedingly frank and often rueful advertisements of Alfred Knopf in the back pages of *The American Mercury* gets an unusual insight into the problems of a conscientious publisher who has endeavored to build for his imprint a real trade-mark value.

When, however, a publisher is fortunate enough to get a best-selling author, he has something that can be sold for some time. Such diverse writers as Sinclair Lewis and Mary Roberts Rinehart are assured of a very large sale for any book they bring out.

Therefore, the publishers, being desirous of amassing such fortunes as it is possible to gather in a hazardous business, put extra advertising pressure behind the best-selling authors because they know they will get some real returns on their money. In addition to that, they hopefully plow back certain proportions of the profits they make from best-sellers into advertising new and unknown authors in the hope of developing other best-sellers.

Were not the publishers courageous and optimistic, the advertising put behind this type of book would be pitifully small indeed.

## *The Rise of the Book Club*

The most interesting development in the book field during the last decade has been the growth of the book club. Here the sponsors of the club sought to deal with readers in the mass. By creating selection committees, they endeavored to recommend books to large numbers of readers and, being able to sell a single title in large volume, thus to effect economies which made profits.

Like every other form of business the clubs have been badly hit

July 27, 1933

by depression conditions and it will be interesting to see what will happen when people once more have money to invest in such frivolities as reading.

The advent of the book club was the signal for wails from the retail book trade, which saw large numbers of its customers being lured away.

As a rule the owner of a book store is a public spirited citizen who likes to read himself and therefore cannot understand why all the rest of the people in the world are not eager to join him as a reader. He loves his merchandise as no other retailer does. Fortunately, through the aid of publishers and the booksellers' own association, retail book selling has become a much more exact science than it formerly was. Book stores today are not quite so prone to overstock or to let their own prejudices outweigh their knowledge of what the public wants.

During recent years the publishers themselves have adopted a great many modern merchandising methods. For instance they have created effective window displays which have been of great help to retailers in solving their display problems. Publishers have revised

their advertising to bring it in line with modern methods and have shown a surprising willingness to experiment with new advertising and merchandising tools.

In spite of all of this, however, the publisher's problem remains much the same as it was twenty years ago. He is dealing with public taste. Almost every book he brings out is a gamble with that taste.

He believes in advertising because he has seen it work directly again and again. Because his margin of profit is so small, however, he cannot do anywhere near the amount of advertising he would like to do. He has found that beyond a certain point he cannot go in building acceptance for his imprint.

Best-sellers are still best-sellers and no amount of ballyhoo, no matter how skilfully executed, will force the public to buy much larger quantities of a book which it would not have bought in reasonably large quantities anyway.

Therefore, the publisher continues to bring out his books, to pray for good reviews and to advertise as lavishly as his limited profits will allow him.—[Ed. PRINTERS' INK.]

### New Photographic Service

The National Academy of Commercial Photographers, with offices at 80 Broad Street, Boston, has been organized as an independently owned national market development organization. It will serve a group of non-competing commercial photographers. Plans call for eventual representation in 200 cities, rendering a service for stock and special prints as well as creative and contract work.

It will maintain its own sales offices in New York, Chicago and San Francisco.

The academy is now passing upon membership requirement and anticipates having its services available by late summer.

### Sweeney and Allen Offer Service

The Federated Sales Service, 537 Commonwealth Avenue, Boston, is a business organized by John M. Sweeney and Walter A. Allen to work with manufacturers and manufacturers' agents. Mr. Sweeney was formerly vice-president and account executive of Lavin & Company, Boston. Mr. Allen was formerly with Smith, Patterson & Allen, Inc., Hartford, Conn., agency.

### Again Heads Porcelain Group

The Porcelain Enamel Institute, Chicago, has re-elected R. W. Staud, Benjamin Electric Manufacturing Company, as president.

F. E. Hodek, Jr., General Porcelain Enameling & Manufacturing Company, and Earl S. Smith, Toledo Porcelain Enamel Products Company, were elected vice-presidents. William Hogenson, Chicago Vitreous Enamel Product Company, was re-elected treasurer for a third term.

George P. MacKnight was re-elected secretary.

### Succeeds Knoble at Chrysler

Burch E. Greene has been appointed to succeed Cliff Knoble as director of advertising of the Chrysler Sales Corporation, Detroit.

Mr. Knoble has organized the Cliff Knoble Business Promotion Corporation in Detroit, which will serve as an agency for Chrysler dealers in the purchase of all sales promotion material.

Mr. Greene brings to his position an experience not only in advertising and sales promotion but in the selling of automobiles as a dealer and distributor.

# ONE SURE WAY TO SELL PEOPLE

● Talk to them in terms of their own personal problems. Every up and coming, capital copy executive knows that. Witness why Thomas L. L. Ryan talks "Pink Tooth Brush" in the splendid Ipana messages; why Sara Birchall frankly discusses specific ailments in her attention-getting Kellogg's Kaffee-Hag Coffee advertisements; why Ruthrauff & Ryan do not mince many words in their sure-to-be-read "B.O." stuff for Lifebuoy.

All these experienced, skilled copy-writing personages are fully cognizant of the pulling power of directing their sales messages to pertinent personal problems. The appeal is usually irresistible because people are selfishly interested in themselves. Always. That's only human.

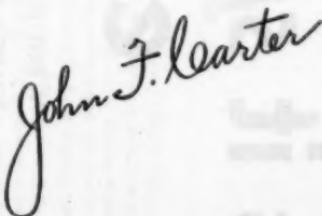
No editor is more keenly aware of this than Bernarr Macfadden, the editor of Physical Culture Magazine. For some 35 years now, he has been alert to the vitalness of personal problems and family relationships. The editorial pages of his magazine, Physical Culture, and his correspondence with readers have right down through the years welcomed frank discussions of problems affecting health, child care, feminine hygiene, family relationships and similar matters affecting one's social and business life.

In every mail without fail, the editors of Physical Culture receive stacks of letters dealing with personal problems. Every one is answered, either through the discussion of the problem in the editorial columns or by corre-

spondence. So many people—thousands and thousands—rely upon its editors to solve their particular perplexing problems that Physical Culture today is fast becoming known as "The Personal Problem Magazine."

More than a quarter of a million people regard Physical Culture as a friendly magazine, always ready to help them with their intimate problems. A magazine whose editors they know instinctively will never let them down when they are seeking authoritative aid in reaching a decision on an important personal matter.

That's why Physical Culture possesses an audience second to none in the entire magazine field for loyalty and responsiveness. That's the reason, too, that the circulation of Physical Culture is increasing—some 25% increased newsstand sale for the July issue alone. Furthermore, the advertising pages of Physical Culture offer you the one sure way to reach and sell these responsive people. More than a quarter of a million families who, when cultivated properly, will be just as loyal to your product as they are to Physical Culture Magazine.



# Is it smart to be snooty even to a cat?

When more than 15 million readers of The Comic Weekly — devoted friends of Felix — are paying such profits to advertisers, it's smart to be human — liberal minded — to let them read while you reap.



**Who in 1933 can turn his  
back on results like these?**

**151,355** box tops to cereal company—an all time record! The reader had to lay the produce and send in the box tops. Sales increased 46.9% in one month!

**Tops all other media!** A manufacturer of a beauty bath powder called, in the advertisement, for an outlet of 200... the reader had to buy the product and send a dime in cash. All records, including radio records, were smashed, satisfying cash registers and stockholders.

—And the files are full of equally unbelievable records.  
They await your inspection at The Comic Weekly office—or yours.

**TOPS ALL OUTLET NEEDS!** A manufacturer of a beauty bath powder called, in his advertisement, for an outday of 20¢ . . . the reader had to buy the product and send a dime in cash. All records, including radio records, were astonished.

solidity cash registers and stockholders.

"...and the files are full of equally unbelievable records.  
They await your response at The Comic Weekly offices—or yours.

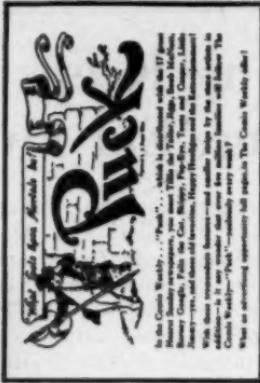
**H**ERE are more than 5 million families—people with homes and children—vast buy the necessities and luxuries of life. Their cold cash has proved it. If they're not buying your products—it's because you don't follow the lead of those advertisers who have found it wasn't smart to be snoopy even to a cat.

Above, in the box, is a hasty glimpse at the success stories of several important national advertisers. They got a demonstration in dollars—through the one publication more than 15 million people revel in every week...where they are entertained with Tillie the Toiler, Jiggs, Boob McNutt, Skippy and many other famous and human characters. These records of sales you needn't envy, either. You can equal or better them. The Comic Weekly will do it. So it surely behoves you to understand The Comic Weekly.

The Comic Weekly brings results because it's life... told in pictures all can understand! That's why these 5 million families devour it. Of all those who read the Sunday papers, 72% of the women and 68% of the men read The Comics. Surveys have proved it. And, as an

extra bonus, in addition to this vast adult audience, The Comic Weekly offers the great and growing market of youngsters coming of age—a present and future market you can't ignore.

\$17,500 is the price of a back page—inside pages are \$16,000. The circulation is more than three of the great national weekly magazines combined. Advertisers have secured results beyond anything attained even in prosperous years. Here's one salesman you cannot profitably disregard. A call to Columbus 5-2642 in New York or Superior 6820 in Chicago will further convince you it just isn't smart to be snoopy—even to a cat.



# The Comic Weekly

*Everybody reads the comics*

990 Eighth Avenue, New York City

Palmolive Building, Chicago

# Mr. Gains Keeps On Bowling 'Em Over

Mr. Gains brought home the bacon for June as he did in April and May by working that prime Pacific Coast territory served by the Los Angeles Times. As witness the fact that he smashed The Times' June, 1932 record in gross National lineage and in fifteen diversified classifications of display advertising.



Automotive .....	UP OVER JUNE 1932!
Drugs—Toiletries .....	UP OVER JUNE 1932!
Shoes and Sundries.....	UP OVER JUNE 1932!
Financial .....	UP OVER JUNE 1932!
Cafés—Restaurants .....	UP OVER JUNE 1932!
Women's Clothing.....	UP OVER JUNE 1932!
Building—Contractors .....	UP OVER JUNE 1932!
Hardware—Heating .....	UP OVER JUNE 1932!
Amusements—Theatres .....	UP OVER JUNE 1932!
Drug Stores.....	UP OVER JUNE 1932!
Shipping—Storage .....	UP OVER JUNE 1932!
Books—Publishers .....	UP OVER JUNE 1932!
Jewelers—Opticians .....	UP OVER JUNE 1932!
Machinery .....	UP OVER JUNE 1932!
Shipping—Storage .....	UP OVER JUNE 1932!

## Los Angeles Times

Williams, Lawrence & Cresmer Company, 285 Madison Ave., New York,  
N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg.,  
Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.

# When a New Hat Is Not New

FUNNY, but men, in buying hats invariably ask for a "hat." They never ask for a "new hat." This is one of the interesting sidelights uncovered in tearing off the lid, so to speak, from certain unfair practices that exist in the hat industry.

As a result, the Federal Trade Commission has ordered nine New York hat companies to cease selling made-over hats for new.

Hats which have been discarded find themselves once more enjoying the fond regard of new owners, who think they have new top pieces, in one of these ways: The old hat is thrown out. It is picked up by trashmen; or junk dealers, or second-hand clothing collectors.

Shrewd manufacturers buy the hats so collected. Maybe the old hats were left behind in the stores where the new ones were bought. Some retail stores sell the hats so left behind.

In the process of being given new

life, the hats are dry-cleaned, turned inside out, colored powder rubbed in where required to restore uniformity, new linings, ribbons and sweat bands added. The linings are then stamped with trade-names and some such phrase as "Select Quality" or "Felts de Luxe"—all to make the buyers believe they are getting bargains.

How successfully these renovators do their stuff is demonstrated in a test conducted by the Commission. Made-over and bona fide new hats were placed in a group, and shown to witnesses from different branches of the hat trade. Not one was able to distinguish between all the new and made-over hats, even after thorough examination.

Among the witnesses was the president of one of the largest felt hat manufacturing companies in the country, a man with forty-six years' experience.

## "Tower Town Topics" Appoints

Bernice Challenger Bost, editor of *Tower Town Topics*, Chicago, has been elected president. Until recently limited to non-purchasable distribution to a Chicago social list, the magazine is now offered in newsstand sale.

Gale Blocki, Jr., formerly advertising manager of *Western Boy* and with the Chicago staff of the Conde Nast Publications and *Good Housekeeping*, has been appointed advertising manager.

Mrs. Marjorie Woods, who has been a member of the editorial staff, has been appointed New York representative, with offices at 9 East Fortieth Street.

## A. B. Johns Joins Brewer

A. B. Johns has been appointed advertising manager of the Elizabeth Brewing Corporation, Elizabeth, N. J. He was formerly with the United States Department of Agriculture and the Philip Ritter Company. More recently he has been advertising and sales promotion manager of the Lafayette-Herkimer Mfg. Corporation.

## New Account to Mogge

The Fred Medart Mfg. Company, St. Louis, steel shelving, lockers, and gymnasium and playground equipment, has placed its advertising account with Arthur R. Mogge, Inc., Chicago advertising agency.

## Wilson Brothers Take Over Faultless Company

Wilson Brothers, Chicago, haberdashery, has acquired the good-will and manufacturing rights of the Faultless Manufacturing Company, Baltimore, and the Nobelt patents. The Faultless company, which makes pajamas, shirts and underwear, will be merged with Wilson.

The greater part of the Faultless sales organization, it is stated, will be operated as a separate unit, under the supervision of Frank E. O'Neil, who has been its general sales manager for seven years.

His headquarters will be at Chicago.

## The New Tempo

GEORGIA POWER COMPANY

ATLANTA

*Editor of Printers' Ink:*

Somewhat your publications seem more valuable to me than ever before, and I think you deserve to be congratulated for the virile manner in which you are marching along in the new tempo of business.

J. M. STAFFORD, JR.,  
*Advertising Department.*

## Advanced by Sohio

Bryan Houston, head of the industrial relations department of the Standard Oil Company of Ohio, has been advanced to the position of assistant sales manager. He is succeeded by Roy Packard, who has been Toledo manager.

## How This New Product Covered Nation in Three Years

## The Story of Perstik, the Charting of Its Course and Its Growth into a Notable Advertising Success

**L**ESS than three years ago, Perswik was unknown. Not only was it unadvertised but even the product itself did not exist.

Today it is one of the most widely advertised deodorants and has distribution in practically every city and town in the country, and in many foreign countries as well. Throughout its whole development, laboratories, markets and copy testing have been the principal levers which lifted it to the position the product now holds.

The product had its conception in the idea that a deodorant in the shape of a lipstick would be so convenient and, in competition with other deodorants, so distinctive that a place would be won for it in this crowded field. Satisfied that a formula had been developed which would make the idea practical the next step was the development of a package.

With general choice of the package decided upon, a container manufacturer was asked to make a number of tops and bottoms of various colors for the package. All sorts of combinations were made and these were put on counter displays so that prospective customers might give the key to popular preference by their selections.

Another method used to determine color combination was to extend a handful of assorted combinations and invite girls to pick the one that they wanted. The combination that received the highest rating was a black top and white bottom.

Tests were then conducted to determine price. Representative neighborhoods were picked out. Stores catering to various classes of buy-

*An example of the straightforward presentation which tested copy proved the most effective appeal for this comparatively new advertiser*

ers in each neighborhood were selected so that every group constituted a cross-section. The product was put on sale in one group at 25 cents; in another group at 35 cents and in a third group at 50 cents. As a result the makers considered it safe in planning their marketing operations with a 50-cent price and size.

The various preliminary tests took in all about nine months. Next came the copy tests. A small city was used first. Experiments were then conducted in two larger cities and triple checked with a trial in two more additional cities.

#### **Types of copy experimented with**



**Prevent Perspiration Odor  
the Easy, Natural Way.**

over Period over dry soil. Take no water  
and give perfect protection against mice.

© 1996 by Prentice-Hall, Inc.

His brother Penrudd, the new "Spirited Ambassador" in the east's "modern" culture—his completely Westernized white-suit-and-tie style, is adopted as nobly and neatly as a tuxedo, and restores certain skin or unique effects.

At death of Penrudd, in the summer and

John G. Clegg, *Journal of Health Politics, Policy and Law*, Vol. 27, No. 1, January 2002.

... when you go to see for an evening of  
entertainment at the Plaza or your favorite  
theater, you'll be surprised to find Persik  
America's famous beauty adviser, ad-  
mirably recommended. Get her  
advice and *that's* makes *you*. Other trusted  
advisors of women are Persik, with  
her unique "Cosmetology" and "Persik  
Plan of Approval."

*Observations on Sustaining Peas*

**Perstik**  
THE "LIPSTICK" DEODORANT  
*Approved by the Board  
of Cosmetics, U.S.A.*



included an educational story versus an appeal to deodorant users to switch to the new product; sex appeal versus an out-and-out presentation introducing the new product.

Results showed that the most effective introductory advertisements were a combination of light, airy copy and straightforward presentation.

From this point plans moved swiftly. The whole country was covered with six teams, each team consisting of a crew of senior and junior salesmen. The principal outlet for volume, it had been determined, would be through department stores. The routine followed was a call on store buyers by a senior who also explained the product to the sales clerk and made all arrangements, preliminary to introduction and release of the newspaper schedule.

The junior came into town two days later and worked two days with the senior who then proceeded to the next city. The junior stayed until the advertising broke and did all of the necessary follow-up work.

#### *Tackling the Major Drug Trade*

Four months after the department store work had been underway the major drug trade was tackled by Feminine Products, Inc., a subsidiary which meanwhile had been formed by the Carter Medicine Company to market this product.

All this introductory work got under way at a time when the interest of the cosmetic field centered itself on price protection and the new product had the advantage of riding in on that wave. This trend soon showed itself as a most important factor and more than \$25,000 in orders were turned down from stores which, it was thought, would cut prices. In advance of merchandising through the drug trade, the company appointed 125 franchise jobbers who had to sign an agreement to the effect that they would not sell anyone to whom the company objected.

Newspapers were used through-

out the summer season of 1932. Initial magazine advertising started in October at the end of the normal season for deodorants. The more or less dormant winter months for the business were used to build up the product at a time when there was comparatively little competitive advertising. Women's publications were used and by the time March of 1933 came around the company felt that it was all set.

In November of 1932 a 10-cent size was put into distribution for its display and reminder values through the winter. This, in effect, constituted a sampling campaign in the belief that if a woman bought one and used it through the winter she would be a prospect for the regular size during the following summer.

Distribution of a 10-cent size is being continued but whereas the first in content was about 30 per cent the size of the 50-cent stick, the 10-cent size has now been cut down to 15 per cent although the package has been improved by changing the container from paper to plastikon.

Newspaper advertising has been run in more than 300 cities. In the women's publications two-column space was used in the beginning and then part of a column until March when full-column copy was resumed and then increased to two columns in April and the spring and summer months.

The company has a list of twenty-eight towns in which it tests its copy. One of a specially trained group of checkers is located in each city. The checker may be a housewife, or a teacher, someone capable of making a weekly check-up on merchandise but preferably not an individual who thinks that he or she knows something about advertising.

The twenty-eight cities are divided into groups of seven, so that several tests can be under way at one time. When an advertisement has been found to produce good results in the cities of one group, it is tried on another to see if weather conditions or other factors may have unduly influenced initial results.

July 27, 1933

# Adjust Your Sights To The Age of

D  
EL  
I  
THE YOUNGER T

# of Your Market

**T**HREE are cogent reasons for considering the age of readers in aiming your advertising.

In the first place, those under middle age form your largest market. There are more than twice as many adult women under 46 as over it, more than four times as many younger than 56 as older than 56.

Even more important, the modern minded matron and the grown-up younger woman are the receptive ones, the ones with wants still to satisfy, the ones who should remain your customers for many years to come.

To this audience of forward-looking women, Delineator has directed its editorial appeal for more than six years, with the following results:

Delineator has a greater proportion of readers between the ages of 18 and 45 than any of the other five women's magazines, and a still greater proportion 18 to 55.

These facts in detail should prove of interest to you.

**L D E A T O R**  
R TWO MILLION



## A Break for Brer Rabbit

THIS is a photograph of two posters at the intersection of Fifth and Broadway, Dayton, Ohio—a novel combination which causes motorists to blink and then look again.

"It's not news when a big dog chases a little rabbit," writes R. C. Kircher, of the Hugo Wagenseil Advertising Agency, in sending the photograph to PRINTERS' INK, "but

+ + +

### California Campaign to Advertise Insurance

Sixty-five newspapers in California will be used in a campaign being conducted by the Fireman's Fund Insurance Company, San Francisco. This campaign, according to J. B. Levison, president, is an active expression of the company's faith in the upward swing of business.

Representatives are urged to arrange to have their own advertising tie-up with the State-wide campaign.

"Never has there been a time" according to Mr. Levison, "when insurance buyers were so keenly interested in the character of the companies behind their policies. This is a good sign, and it should prove particularly beneficial to the more conservative companies, provided they make their position known."

### With Falstaff Brewing

Theodore C. Jacoby, Jr., formerly with the sales and research department of the General Outdoor Advertising Company, St. Louis, is now with the Falstaff Brewing Corporation, St. Louis.

### Joins Louisville Agency

George M. Staples, formerly with the C. N. Mullican Agency, Louisville, Ky., has joined the C. V. Nunemacher Company, also of Louisville, as an account executive.

### Buys "La Patrie"

*La Presse*, Montreal, has purchased *La Patrie*, of that city, and radio station CHLP, controlled by it. Both papers are in the evening field.

when a big rabbit chases a little dog—that, friend, is news. And it gets attention."

Motorists are said to be driving miles out of their way to see the two posters.

A poster paster, it seems, can have his little joke as well as anybody else.

Or was it an inspiration that he had?

### American Laundry Merges Two Departments

The advertising department of The American Laundry Machinery Company, Cincinnati, of which C. F. Homan was supervisor, has been merged with the sales promotion department. The advertising end of the work will be looked after by L. W. Spencer. Final authority in connection with advertising commitment will remain with the management of the sales promotion department. Mr. Homan has resigned from the organization.

### We Are

ADVERTISING FEDERATION OF AMERICA  
NEW YORK

#### Editor of PRINTERS' INK:

Let me take this opportunity to congratulate PRINTERS' INK on its forty-fifth anniversary. The publication has made an enviable record and you should be as proud of the paper as those of us who read it.

EDGAR KOBAK,  
President.

### Has Jel-Sert Account

The Jel-Sert Company, Chicago, deserts and Fla-Vor-Ade soft drink, has placed its account with James H. Turner, advertising agency of that city.

### Appointed by Bellanca

The Bellanca Aircraft Corporation, New Castle, Del., has appointed The Aitkin-Kynett Company, Philadelphia, to handle its advertising.

# Three Selling Plans for Dealers

How the American Blower Company Instructs Its Retailers in the Sale of Its Products

"TO cover the part that we wish our dealers to assume in furthering the sale of our equipment," says Ralph B. Stowell, "we prepare special books."

And behind that laconic remark of the advertising manager of the American Blower Company are facts for a chapter—or maybe a volume—of words.

Books the American Blower Corporation does prepare; and each is at once a training course and a tool-kit for sales. This article describes three of them—a Green Book, a Red Book, and a Blue Book.

As to public attention, the company's newest product is air-conditioning equipment. The Green Book covers that. The Red Book devotes itself to the sale of the Venturafin method of unit heating, and the Blue Book to the sale of electric ventilating equipment.

First, then, the Green Book:

Its cover size is 10 by 14½ inches; and inside its cover it carries twenty-four pages.

The text opens with the headline, "What is Air Conditioning?"

Page 1, illustrated with a mountain-scene photo, answers the question, in part, as follows:

Air conditioning is defined as the science of controlling the temperature, humidity, motion, and cleanliness of the air within an enclosure, to maintain conditions most suitable for the health, comfort, and happiness of human beings.

Therefore, any equipment, machine, or appliance which is designed to be marketed as an air conditioner must perform four separate and distinct functions. . . .

While these four functions of a complete air conditioner are distinct and separate, they should always be in close relationship to give the best possible conditions "for the health, comfort, and happiness of human beings."

In any discussion of air conditioning and air conditioning equipment,

these thoughts should be kept in mind.

Next a spread, headlined: "Air Conditioning Has Arrived." On the left, three charts to compare the annual sales curve of the electric refrigeration industry with the curves for radio and for oil burners. On the right a page of copy developing the thought that "no other appliance or equipment has ever received such quick and whole-hearted public acceptance as air conditioning equipment."

Then a spread headlined: "American Blower is the Logical Leader," The idea is developed in illustration and text.

Next: "The Market Is Clearly Defined and Easy to Reach. There is a New Profit Opportunity at Your Door!" The copy points out that the market lies in (1) new homes (2) homes now equipped with warm-air furnaces and (3) small commercial establishments.

Next a spread for the specific product, the Sirocco Conditioner, "for real home comfort"—a description, high-spotted and brief.

Next, a spread, detailing the product's features and selling points.

Next a page headlined: "Consider These Profit Possibilities"—seven profit points—the page illustrated by a chart setting forth the progress and the retrogression of residential building in the last ten years. "In view of the rapid decline in home-building since 1928, authorities predict an acute housing shortage, and a sharp upturn in home-construction activity, beginning in 1932."

Then a page on the company's engineering organization.

And next—advertising. This section occupies four pages. It describes and dramatizes national advertising, technical and trade advertising, direct-mail, the company's mat and electrotype service for newspaper display.

Next a page describing sales

July 27, 1933

July 27

# If you take the Social Register



Manufacturers who, even privately, expect to sell on His pa  
the Social Registerites in New York narrow their market  
tremendously.

Still, if you think your product should be placed before the Best People, it might be well to use the paper that publishes the most interesting gossip of that world which shudders at addresses west of the Avenue.

In the New York American, "Cholly Knickerbocker," himself a member of one of America's distinguished families, is among the undoubtedly a larger following among persons in society than any other Society Editor of New York. Perhaps every one who reads "Cholly Knickerbocker" is not in the Social Register. But every one about whom "Cholly Knickerbocker" writes—

**N**

NATIONAL  
New York

# the cial Register seriously

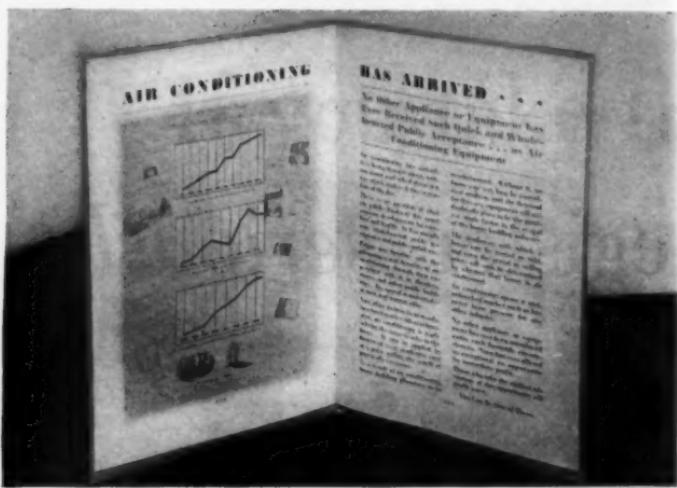
sell of His pages in the Daily and Sunday American are followed  
ir mar by those who want to know both what is said about them-  
ed befor selves as well as what is said about their friends. Intimate,  
aper th gatty, authoritative, "Cholly Knickerbocker" is the most  
eld wh followed chronicler of New York's Mayfair.

Whether you are interested in the Ward McAllister's old  
"Upper Hundred" or in those thousands of them today who are  
among the 327,000 persons who read the American every  
morning (*and the more than a Million that read it on*  
one w  
Sunday) your sales message in this newspaper will reach  
the elect, and at the same time do a selling job on the general  
public—the rest of us.

## New York American

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES  
New York Chicago Boston Detroit Philadelphia San Francisco

July 27, 1933



Criterion Photocraft

*This is a spread from American Blower's Green Book for retailers on air-conditioning equipment*

helps, a page detailing a definite sales plan, a page suggesting sales sources, and finally a page setting forth a direct-mail plan. This plan, incidentally, contemplates dividing the mailing list into two parts, one for home prospects, and one for architects, builders, and so on. It suggests mailing schedules for the specific pieces.

The book closes with a return-card by which the retailer signifies his intention to qualify as an authorized Sirocco dealer. Over his signature he agrees that, within ninety days, in return for what he is to get from the company, he will install an air conditioner on his showroom floor or in some other prominent display room or in a home where it is possible to demonstrate.

The inside back cover of the booklet carries a pocket for specimen pieces of direct-mail, dealer helps, and other similar advertising material.

The Red Book, slightly smaller than the Green—it is 9½ by 12½—devotes its opening pages to descriptions of Venturafin heater units. It describes the time-payment plan. It outlines the market.

It explains "What the American Blower Sales and Advertising Plan Means to You."

Next a page devoted to a display of national, trade-journal and class-journal advertising that "reaches the man and the business you want to sell."

Then four pages, each of which analyzes a specific advertisement to point out its appeal and to emphasize that the advertising suggests that the prospect get in touch with his plumbing contractor or heating contractor.

Next, seven pages describing direct-mail material and suggesting its method of application. Then a page "selling" a special letterhead, the back of which is a direct-mail piece for Venturafin.

Next, a suggested form for heating surveys, with this explanatory copy:

When you, or your representative, makes a heating survey of your prospect's place of business, simply fill out the blank shown above. It will take only ten or fifteen minutes to do it. It is a businesslike and simplified method of showing your prospect important facts about his

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equipment. It also acts as a work estimate. Leave a copy with the prospect. It's good business. Order pads of the survey by form number.

Next a page of reproductions of mats and stereotypes for newspaper advertising. Then two pages of endorsements, in facsimile reproductions of letters, of well-pleased users.

Then a page "selling" a handbook, "The Venturafin Method of Heating," a page selling the catalog, and a page offering point-of-purchase displays.

The booklet closes with a summary page that presents an inventory of material to be found in the inside-back-cover flap—and this final paragraph of copy:

We suggest that you go over this material carefully. Consider ways to make best use of this advertising and promotional literature. Plan an advertising and sales program of your own. Send out, not just one folder or card, but a series. For instance, after a folder, send out two or three cards. Follow up the leads these pieces get you *immediately*. Try to call on as many people on your mailing list as you can. Use your telephone. It's a great time-saver, and you can often pave the way for a follow-up call that you might not otherwise get. Remember, the big thing about this whole program is the heating survey. It's an immediate business getter!

The Blue Book—8½ by 10 inches and carrying sixteen pages inside—opens with this brass-tack foreword:

The purpose of this book is to help You make money in the sale and installation of American Blower electric ventilating equipment.

Read every word carefully, and don't forget the instruction sheets (in the back) that tell you how to order and how to use the material.

Contractors and dealers that have followed our plans in past years have found them most productive of results, and we urge that you approach your business in the same workmanlike manner, as directed in this plan.

You are in business for *yourself*. We are furnishing the tools for success. Your use of them is all we ask.

Nineteen hundred and thirty-three will be a year of profit for *those who work*.

Two pages, with illustrations, describe the product and the company.

The next page, headlined "For Business of Every Type and Description," suggests, photographically, specific applications.

Then four pages on direct-mail material, one piece of which—given an entire page in the booklet—is a self-mailer on which the prospect fills in a questionnaire.

Next, a page offering a special letterhead, the bottom of which carries a return coupon. After that, a page offering "Ventilation News" for distribution to prospects, and a dealer's price-and-data book.

Next, a page displaying mats and stereotypes of newspaper advertisements, a page offering a handbook, "The Ventilation Guide," two pages illustrating signs and displays, one of which is a full-sized set-up (sixty by ninety inches) for a window.

Then a page to summarize—a page that ends with these suggestions:

Go over all of this material very carefully. It will save you hours of time and will be invaluable to your future success.

If you wish anything further in the way of newspaper advertisements, envelope stuffers, letterheads, mailing folders, broadsides, technical bulletins, or engineering advice, write direct to our advertising department or get in touch with the nearest American Blower branch office, one of which is located in each of the principal cities, and we shall be pleased to co-operate with you further.

And finally—a page of cartoons that tell the story of the sale of ventilating equipment to a merchant.





"You've got to hand it to Electrolux.  
They've not only got a different kind of  
refrigerator, but they've always managed  
to keep their advertising different, too.  
*Who's their advertising agency, anyhow?"*

"BBDO."

## Williams Makes Brushless Shave

WITH the introduction last week of Glider, the J. B. Williams Company enters the ranks of brushless shave makers. One of the old shaving cream manufacturers that has held out longest against the inroads of the brushless product, Williams thus joins Mennen, Colgate and others in of-

**Full pages in magazines are also introducing the new product**

ferring a choice of both varieties to the shaving public.

Glider was first announced in large-space newspaper copy. The theme of the advertising is: A new cream—but to be sure, "not just another echo of the pioneer Brushless that came over from England forty years ago." Plainly implying that a brushless shaving

## New Milwaukee Business

Harry G. Hoffman, who has been manager of the Milwaukee office of Needham, Louis & Brorby, Inc., is establishing his own advertising business in that city. He was formerly manager of the Milwaukee office of the United States Advertising Company.

With Gatchel & Manning

Howard F. Kainer, until recently with the Charles Blum Advertising Agency, Philadelphia, has joined the sales staff of Gatchel & Manning, Inc., photo-engravers of that city.

cream is nothing new in itself, Williams justifies its new preparation with a promise of performance unlike anything the reader has ever used before.

"To use Glider," the copy states, "is to know how it got its name. The blade absolutely glides through the drenched, unresisting beard. You shave more smoothly, more closely, and entirely without irritation either during or after the shave."

"That's why we say it's new—new in the way it's made—new in the way it works."

An essential feature of the newspaper advertising is a special offer with Gillette Blades. A 35-cent tube of Glider and a 50-cent pack of the New Gillette Blades are available through dealers for 49 cents.

Full-page advertising is also being used in magazines. The initial insertion which appears this week is characterized by brief, straightforward copy similar in tone to the newspaper messages. Fully four-fifths of this advertisement is devoted to the illustration, dominated by a picture of the package, and the simple exclamatory headline: "Glider The Williams Brushless Shave New and News!" Darting gliders lend atmosphere to the illustration.

A free trial tube is prominently offered to clinch a conservative challenge that "Glider is a little different from all other brushless shaves in all ways. Those little differences make a total of a lot. Find out about them."

Joins Benton & Bowles

William R. Baker, Jr., has joined Batten & Bowles, Inc., New York advertising agency, as an account representative. He has been with Batten, Barton, Durstine & Osborn since the formation of that firm, and was, for some years before that, with the Boston office of Barton, Durstine & Osborn, Inc.

## Porte with "Vogue"

E. H. Porte, for six years sales manager of Manning, Bowman & Company, has joined the advertising staff of *Vogue*, New York.

# Sales Conventions, 1933 Style

1934 Being Not Far Away, Here Are Some Facts Worth Thinking About

By John J. McCarthy

Account Manager, McCann-Erickson, Inc.

**I**N recalling his early experience in the greeting card business, that gentle cynic J. P. McEvoy once described the reactions of salesmen at a convention where he was presenting his new line of cards for the year as "so many codfishes with hangovers." To many who have addressed sales conventions in the past, especially the morning sessions, McEvoy's simile may bring back some poignant memories.

Particularly, if the reminiscence takes in the gilded era of a few years ago, the times before the Great Bust when salesmen regarded trips to conventions as grand pleasure jaunts, rightly due them for their arduous labor in rolling up hitherto unheard of sales totals. In spite of the big expense involved, not a few employers were, in those gala days, inclined to agree with the men in their selfish, lackadaisical attitude toward the annual sales convention.

This complaisant attitude on the part of many large corporations was reflected in the length of the usual convention and the elaborateness of both the business and social programs. The accepted company's convention usually extended from three days to a week, sometimes longer if you include the early arrivals and late departures of the big shot executives and the privileged star salesmen.

## *Programs Had Good Intentions*

The convention meetings were mostly held at hotels in metropolitan cities. The programs of the daily sessions were intended to be strictly businesslike but time-killing interruptions caused by delegates' inconsequential remarks or delays by late comers were usually tolerated. Nothing was ever done "to hurt the boys' feelings" during convention time. In fact, inter-

spersed at these conclaves were always some high-priced outside celebrities who spoke long and earnestly upon service, loyalty and how close to the company's bosom were the "boys out on the firing line, bringing in the sales."

As to entertainment, there were lavish theater parties, the traditional regal banquet along with sprightly luncheons. The dining salesmen were invariably entertained between courses by theatrical and movie stars or well-known professional after-dinner wits.

## *This Year Has Seen a Change*

Those were the sales conventions in the grand manner of '27, '28 and '29. Not as many companies as of yore held conventions for their salesmen this year. Those who did schedule conventions conducted them on a very much different scale. The 1933 style of sales convention showed a marked difference both in the attitude and conduct of the delegates as well as the employers.

After more than a decade of attending sales conventions in all parts of the country and in all kinds of industries, this writer believes that the sales conventions, 1933 style were, as a whole, more practical, sounder and more beneficial to the salesmen and employers alike than those of any previous year since the World War. The serious mindedness of the delegates, the rapt attention at the individual sessions, the enthusiastic and grateful acceptance of the year's advertising and merchandising programs, the frank "Boys, you've got to get the business or else" attitude of employers, the absence of high sounding talks on service, loyalty and sticktoitiveness, the boring banquets and the customary dumb outside entertainers, all served to make 1933 sales conventions de-

July 27, 1933

July 27

# Cotton Growers Mak~~list~~ —and *fill*

Cotton growers of the South have just made history—and millions of dollars.

Their wholehearted response to the Administration plan for eliminating one-fourth of the 1933 cotton production—the first step in its far-reaching program for reducing surplus of basic agricultural commodities and for restoring farm prices to the pre-war parity contemplated by the Agricultural Adjustment Act—marks the greatest organized achievement in the history of American Agriculture.

In the short period from June 26 to July 12 more than 700,000 cotton growers made voluntary and irrevocable contracts with the Secretary of Agriculture to retire ten million of the South's 40,000,000 acres from 1933 cotton production, thereby reducing this year's crop by about 3,800,000 bales.

This notable achievement in adjusting cotton production more nearly to demand means a tremendous increase in purchasing power of cotton producers and a proportionate business improvement over the entire Cotton Belt.

During the next few weeks these cotton growers will receive from the Government cash benefit payments which alone will amount to more than *One Hundred Million Dollars* as a consideration for the abandonment of cotton acreage—not more than 25 to 50% of any participating farmer's acreage. Checks are being speeded to these farmers—about 35,000 a day—with benefit payments ranging from \$6 to \$20 per acre, depending upon proven acre yields.

In addition to these benefit payments of more than \$100,000,000, it is authoritatively estimated that cotton growers will receive about *Fifty Million Dollars* in profits on cotton options during the next several months. This money will go to each cotton producer who, instead of accepting the alternative offer of a larger cash payment per acre without option, elected to take smaller cash benefit payments plus a non-transferable option contract on as many bales of Government-owned cotton as his acreage taken out of production would ordinarily produce. These options are at 6 cents a pound. With cotton now around 11 cents a pound there is an immediate profit of about \$25 a bale for the holders of option contracts.

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# Break History and Millions of Dollars

These millions of dollars now being received by Southern farmers for cotton crop reduction are of great and immediate benefit.

But consider the magnitude of increased purchasing power to be enjoyed by all cotton growers in the South by reason of the substantially increased return from the remaining 30,000,000 acres of 1933 cotton over the price that would have been received had this year's crop not been reduced by about 3,800,000 bales!

With Southern farmers now receiving millions of dollars from cotton-reduction payments, from the sale of cotton held by them from previous crops, from a golden stream of cash from tobacco sales in the bright tobacco belt—and with hundreds of millions more to be received this fall and winter from very profitable sales of cotton and other crops—the Southern Rural Market presents a challenging opportunity for profitable sales and advertising effort.

Those who are alert to immediate and continuing sales opportunities—(and who in these days is not?) will want to place schedules in **PROGRESSIVE FARMER AND SOUTHERN RURALIST** to start immediately. (Some of the large number who have already placed schedules with us will surely find it profitable to enlarge them).

**PROGRESSIVE FARMER AND SOUTHERN RURALIST** is a modern monthly magazine for Southern farm and rural families. Reaching more than 850,000 leading and able-to-buy homes, it is an essential and an economical aid in influencing sales in the South—a region predominantly rural, and where rural purchasing power has been restored first.

## Progressive Farmer *and Southern Ruralist*

BIRMINGHAM, ALABAMA

Raleigh

Atlanta

Memphis

Dallas

250 PARK AVENUE, NEW YORK DAILY NEWS BUILDING, CHICAGO

Pacific Coast—Edw. S. Townsend Co., San Francisco

lightfully refreshing and impressive.

This writer has recently compared notes with a number of executives and salesmen who attended 1933 conventions. Without exception, all of them reported that their company's annual sales conferences this year were genuine successes. All seemed to have gotten something worth while out of their sales conventions. All sincerely felt that the results of their meetings would be reflected in increased sales this year. And that's news for executives, who these days are not prone to be enthusiastic over anything save signed orders and shipments accepted.

#### *Regional Conventions Popular*

Every executive and salesman interviewed contrasted their 1933 convention with those of past years. Some discussed in detail some of the tradition breaking innovations which had been introduced and which had made their 1933 conventions such outstanding successes. The majority of the 1933 conclaves were regional instead of the time-honored general convention either in New York or Chicago. Practically all of the get-togethers were for briefer periods than in former years. Many were just one-day affairs. Nevertheless, thanks to the serious attitude of the men and business being what it is in 1933, much was accomplished.

"Yes, we only had the men in for a single day," recounted Ransford, a sales executive connected with an up-State manufacturer, "but we frankly feel that we got more done this year in this one-day meeting than the four-day sessions of previous years. Here's why. We cut out all the frills and knick-knacks. Those who were to make talks rehearsed their speeches beforehand. If they were too long, they simply had to condense them. We held a dress rehearsal several days before the men arrived, and saw to it that we would, contrary to all past records, get each and every session over on time. We merely took a cue from the radio folks and made certain that our

individual programs were rightly timed."

"What about the usual interruptions?" Ransford was asked. "Didn't some of the boys break out in meeting to inform the speakers that such and such a plan wouldn't work down in this country and why? Naturally such interruptions play havoc with even the best pre-arranged sales convention time schedules."

"No," explained Ransford, "our salesmen did not interrupt. Maybe that's one for Mr. Ripley. Believe it or not, we had no verbal outbursts. However, we did not entirely deprive the men of their immemorial prerogative of telling why such and such a plan would not go in their territories and elaborating on why their distributors were really different. At the start of the day's convention, we supplied each and every salesman and executive, too, in attendance with what we called a 'Depression Pad' along with plenty of sharpened pencils. The pad was a thick one. On the top of each of the many sheets in the 'Depression Pad' was the heading: 'Depression Remarks or Complaints, if any, must be written and *not* expressed in open conference.'

"You would be surprised to see how that simple expedient spiked even the most garrulous among our sales force. Salesmen can talk plenty but when they have to write out in detail just exactly what they would like to say offhand, they think a couple of times before going to the trouble of doing it. Those who used the 'Depression Pad,' were answered immediately and properly at the end of the hour's conference.

#### *Induced Sober Second Thought*

"This 'Depression Pad' was all new to the men but because it was so thick and they had plenty of pencils, none of them resented it. They did not feel muzzled in the least. They simply applied the well-known second sober thought to any objections which had occurred to them during the course of meeting and arrived at the answer them-

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selves without interrupting the speaker. You know yourself that 99 per cent of the questions ordinarily asked by salesmen at conventions could qualify for Rube Goldberg's famous collection of Foolish Questions."

Another effective scheme of getting the shorter sales conference through promptly and effectively was employed by several corporations for their 1933 conclaves. This was the system of scheduling group classes of salesmen to discuss individually and simultaneously, the various subjects on the year's program. These were scheduled in separate rooms for hour periods at a time. At the end of each period, a gong would sound and the different groups would change to other rooms where a different subject for them would be discussed.

#### *Like a University Class*

"As a time saver and to get the closer attention of our men to the various 1933 advertising, dealer and merchandising plans," imparted DeSola, a prominent petroleum company executive, "this year we staged our convention along the lines of a university class system. Our various departmental heads acted as lecturers and held hourly classes. We had our one-day convention in the local Elks Club of the small town where our main plant is located. A roster of classes was given each man, and he was assigned to a group made up of salesmen from different parts of the country. Hence, each group was practically a cross-section of our national sales forces. The classes started at 8:30 and continued through until 5:30 p.m. At which time we had a final general meeting. There was a half hour allowed for lunch, and five minute recesses provided as each group changed 'classrooms.'

"Naturally, this arrangement was not easy on our departmental heads. They had to repeat their lectures hourly. Nevertheless, because of the small classes, our executives were able to be informal and get across their message more logically and effectively than if they were

talking to larger audiences. Few of our executives are what you would call 'experienced public speakers.' Besides, being in permanent 'quarters,' our executive-lecturers had pretty complete exhibits. This eliminated the usual bustle and delay which follow the change of scenery on the platforms of general conventions.

"Both our executives and salesmen pronounced the 'University Class' Convention idea a real success and we are going to continue it in future years. It enabled us to achieve in one day work to which, in years past, we devoted practically a week. Of course this year, I will say the men were more attentive and receptive.

"Holding our convention in a refinery town instead of the customary alluring Manhattan haunts, and for one day only, even the perennial recalcitrants were handicapped in discovering hideaways or concocting excuses for ducking out which they often did in the general auditorium sessions of past years. We had a roll-call before every hourly class and the 'professor' was on the *qui vive* for missing students." Anyway, there were no 'missing students' for the men entered into the convention with the right spirit and cooperated fully."

#### *Another Example of Change in Attitude*

Boyle, the popular sales manager for a major food company, furnished further evidence of the changed attitude of the salesmen who attended this year's conventions. One of Boyle's great problems at past conventions was avoiding the repeated buttonholing by the visiting salesmen with grievances.

"Frankly, I used to dread our annual sales conventions," confessed Boyle. "It seemed as though my men saved up all the year's petty complaints to pour into my ear at convention time. I could not move about anywhere during the convention but what someone would grab me by the lapel and let go a tirade about another salesman encroaching upon his territory or

that his commissions should be increased, etc. It was always some selfish motive involved. But this year, the only time anybody stopped me was to congratulate me on our 1933 program or to make a suggestion in the company's interest.

"Typical of the splendid cooperative spirit the boys displayed this year was the case of the crowd from that part of southern Illinois known as 'down Egypt way.' We had informed our Illinois District Manager that we could not afford to bring in all his salesmen to the company convention in Jersey City. It would cost too much for Pullman and railroad fares. He immediately replied that the four lads who work the 'Down Egypt' part of the State did not care anything about Pullmans or railroads either.

They wanted to come on to the convention and get the personal lowdown on 1933 plans."

In fact, realizing the expense of traveling, these men already had made arrangements with one of those share-expense automobile drivers who had agreed to bring over a week-end the Egyptian quartet on to Jersey City at \$15 per head. That was less than about one-fourth the cost of their usual convention transportation. And on they came in cold January weather driving practically day and night for several days. We were glad they did.

"Certainly, I okayed their share-expense sheets. Any gent with the name of Boyle could not do otherwise, especially when he has boys like that working for him in 1933."



## One Spoon to a Family

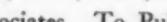
**A**N opportunity to get a complete set of Wm. Rogers & Son silverware is extended in a new premium offer by General Mills, Inc. Units in the set can be obtained either with coupons alone or with coupons and a small cash charge.

The offer was introduced in a double-page magazine spread, in color, advertising both the premium offer and Gold Medal Kitchen-Tested flour. Copy concentrated on getting women to start a silverware collection and, for this purpose, a teaspoon is offered free for mailing the coupon together with a Gold Medal silverware coupon obtained from any size sack of



### Hume Joins Gooch Associates

Frederic W. Hume has joined Joseph Gooch, Jr., and Associates Management Group, New York, which is specializing in serving industries coming under the National Recovery Act. He has long been engaged in public relations work and, for several years, was executive secretary of the National Publishers Association and was managing director of the Domestic Paper Industry for five years.



### Buy "Arizona Producer"

Ward S. Powers, advertising manager, and Ernest Douglas, editor, have purchased the *Arizona Producer*, Phoenix, from the Salt River Valley Water Users Association.

Gold Medal Kitchen-Tested flour.

The offer is made to get women to try this product and also to give them one of the teaspoons in the set which can be completed by collecting coupons packed with other General Mills' products. The coupons also come with Wheaties, Bisquick, Softasilk cake flour. They vary in value, in the case of Gold Medal flour, with the smallest sack containing one coupon, the largest sack of flour containing ten coupons.

The initial offer for as little as one coupon has about a two-week expiration date and is limited to one teaspoon to a family.



### To Publish "The Beer News"

*The Beer News*, a monthly, will be published in St. Louis beginning with the August issue. Publishers are Aaa Goodwin, president of the A. & E. Goodwin Printing Company, and H. G. Heitzeberg, until recently with *Meat Merchandising*. Fred R. Jones has been appointed representative in Chicago. Harley Mankin will represent it in Cleveland.

### Appoints Anfenger

The Griesedieck Brothers Brewery Company, St. Louis, has appointed the Anfenger Advertising Agency, Inc., of that city to direct its advertising account.

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**Today... 95,000 of  
Washington's 150,000 morn-  
ing newspaper readers prefer  
The Herald**

- In such matters as choice of newspapers, the people of Washington just won't stand on formality. They buy the one they like regardless of tradition.
- Four and a half years ago the Washington daily Herald averaged about 50,000 paid circulation.
- Today it is averaging 95,000 daily.
- Most advertising executives agree that the direction of people's eyes, and more particularly of friendly eyes, is a factor in selling merchandise.
- Move in . . . full schedule . . . upon this friendly stage, before this growing audience, which, by its own choice has elected The Herald to command Washington's great morning market.



***The Capital's Greatest NEWSPAPER***

National Representatives

Rodney E. Boone Organization

# Blanket Code Idea Wins Wide Support from Industry

Hearings Now Under Way May Bring Up Competitive Practices and Production Quotas

By C. B. Larrabee

**F**ACED with one of the most critical situations since the bank holiday, the Government is training every weapon at its command on an immediate national movement to increase employment and purchasing power. Last Thursday night, President Roosevelt put his final stamp on a blanket minimum wage and work hour code for all business. Starting with a radio address to the nation by the President last Monday night, an intensive campaign reminiscent of war drives is being waged to get general acceptance by business of the blanket code provisions.

\* \* \*

The President's plea for support in announcing the blanket code was answered by a flood of telegrams and telephone calls. As a result of this surprisingly heavy support, Administration officials are predicting that 6,000,000 men will be re-employed by Labor Day.

With prices jumping and with production in many industries reaching high levels, the Administration is frank to admit that it is essential that mass purchasing power be created in order that there will not be too great a swing between prices and people's ability to buy.

\* \* \*

The Administration is being frank in its warnings to the public concerning the disparity between speculation and actual purchasing power. The stock market crash of last week was a frightening danger signal and it is apparent that Washington is meeting its challenge by action and not solely by the issuance of reassuring statements.

\* \* \*

One of the most interesting endorsements of the blanket plan was that received from the Great

Atlantic & Pacific Tea Company. While not a great deal has been said, business generally has been watching with unusual interest the attitude of large retail organizations.

Last week a group of chain stores proposed a code which offered a 54-hour week and a \$10 minimum wage. General Johnson has stated on several occasions that he did not believe that the hours of work for retail clerks should be much greater than those of factory workers. The proposed chain code, it is predicted, will not be satisfactory to the Administration.

A & P's endorsement of the blanket code is another evidence of the lone role played by this large organization in the retail field. It has consistently refused to join with other chain organizations in co-operative movements and at times has been a very large fly in the otherwise pleasant ointment of other chain-store operators.

By coming out with immediate endorsement of the present blanket code, it has created a situation that will be watched with interest by those who know the attitude of a great many chain-store operators.

\* \* \*

Codes continue to flood into Washington and the deputy administrators of the Recovery Act have many busy weeks ahead of them.

The dress industry code struck a snag when labor and employers could not get together on hour and wage agreements. The electrical code has come under fire from labor, which points out that certain provisions seem to be designed to give the larger manufacturers a bulge.

One of these provisions, for instance, applies different scales to cities of over 200,000 population and cities under that figure. It

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was pointed out that the General Electric Company, one of the largest employers of labor in the country, has only three plants in cities of over 200,000.

As time goes on, more of these disputes will occur.

\* \* \*

In the meantime, a number of industries in the textile field are operating under the provisions originally laid down in the cotton textile code. The first couple of days of this code's operation found a few scattered strikes, but on the whole the code's provisions went into effect with remarkably little friction. In New England mills are working nights and piling up surpluses of merchandise.

It is probable that before long publicity will be given to recalcitrants who are breaking the code's provisions. It will be interesting then to see what attitude the Government takes.

\* \* \*

At present a code for advertising seems to be held in abeyance. Individual groups connected with various phases of advertising are busy preparing codes of their own, but neither the Government nor these groups are showing any particular eagerness to have created a general advertising code.

\* \* \*

### E. W. Feldman Dead

Eric W. Feldman, aged thirty-nine, president of the Eric W. Feldman Company, Milwaukee, display advertising, died recently at that city. For several years he had been winner of golf tournaments of the Milwaukee Advertising Club.

### McMahon Joins Foresman

E. J. McMahon, for three years assistant advertising manager of construction materials, General Electric Company, Bridgeport, Conn., has joined Donald B. Foresman & Company, New York, sales promotion, as vice-president in charge of industrial marketing.

### Has Dog Food Account

The Modern Food Process Company, Philadelphia, has appointed The Clements Company, advertising agency of that city, to handle the advertising of Thrivo Dog Food.

As yet, none of the hearings have emphasized competitive marketing practices or production quotas, two phases of the code that advertising executives have been watching with the greatest interest. However, several codes which are in the hearing stage will bring up both of these questions and it will probably not be long before the Administration's attitude will be definitely stated.

\* \* \*

**Question:** Can the N R A insignia be used in an advertisement?

**Answer:** This week the Government is mailing to all employers a blanket code, designed to shorten hours and raise wages. Not until an employer signs the pledge can he make use of the insignia. Once, however, the code has been subscribed to, a manufacturer may use the insignia on his product, package or in his advertising.

PRINTERS' INK has received a number of inquiries from advertisers who wish to use the insignia in their copy. A few advertisers have already jumped the gun. The first company to use the insignia in the New York area was the Carbona Products Company which employed it in newspaper advertising in evening papers on Tuesday, less than twenty-four hours after President Roosevelt's radio address.

\* \* \*

### New Spokane Business

Harger & Double is a new advertising business with offices at 317 Standard Stock Exchange Building, Spokane, started by L. R. Double and L. J. Harger. Mr. Double who has had his own service at Seattle, will continue that office. Mr. Harger has been with the Crescent Store in Spokane for close to twenty years.

### With "Hunting & Fishing"

F. C. Brokaw, formerly with *Forum*, has joined the New York staff of *Hunting & Fishing*. Samuel A. Gardner has been appointed New England representative, at Boston. Both will specialize on general advertising.

### Has Beverage Account

The Nobscot Spring Water Company, Boston, beverages, has appointed The Eddy-Rucker-Nickels Company, Cambridge, as advertising counsel.

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In 1888 a Crystal Gazing Seer  
1921 a Small Minority  
1933 a Guide on the Path  
It Helped to Build

On July 15, 1888, forty-five years ago this month, the first issue of a new business magazine appeared and said in a leading article:

“ . . . Each side (capital and labor) having now tested its strength as against the other . . . the next step in order would seem to be a fusion of the organizations of employers and employed; in other words, a restoration of the old trade-guilds, with necessary qualifications to meet modern conditions.

“ . . . A trade organization embracing in the one body those who furnish the capital and those who supply the labor by joint means of which the trade is carried on, ought in the very nature of things, to prove capable of harmoniously conducting its particular affairs and winning from the general activity of the community its due proportion of the fruits of industry.”

The writing—a little old-fashioned. But the thinking—so modern that then, in 1888, it classed as crystal gazing.

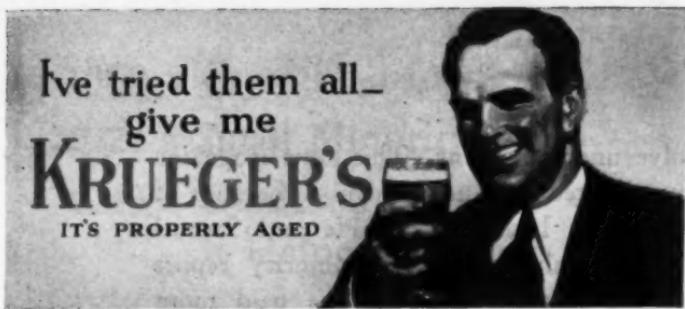
In 1921 the President of the United States called a conference of 51 business leaders to

solve unemployment. This same magazine was invited to send a member because of articles it had carried. He and Samuel Gompers alone signed a minority report urging that wage earners be paid more money to buy more goods and more time to use and enjoy them. All but these two men at the conference believed the way to start mills and factories running again was by cutting the then "high" wages paid employees.

Now in 1933, a New Deal, the nation alive to the need for more ability to buy and use that which we grow and make. This same magazine, PRINTERS' INK and its younger counterpart the Monthly, stands pointing the way to American business leaders along the road it helped survey and build.

Thus, PRINTERS' INK WEEKLY and MONTHLY attract the *Merchandisingly Alert*. Not for the slaggard, the price-cutter, the chiseler—editorial content naturally weeds them out. Reading a few issues, they soon find it not to their liking.

The PRINTERS' INK audience today, as through 45 years of American business progress, represents more closely a roll call of the *Merchandisingly Alert* than any other one group.



## New Krueger Advertising Program

THE G. Krueger Brewing Company, Newark, N. J., is launching a State-wide outdoor 24-sheet poster advertising campaign. The first poster appeared on July 10 with a he-man, painted by Hayden Hayden, who with healthy happiness is telling the world that "I've Tried Them All—Give Me Krueger's—It's Properly Aged."

A newspaper schedule will be used throughout New Jersey to tell a more complete story of the

Krueger product, with particular emphasis upon the process of "Kraeusingen" for which this seventy-five-year-old brewery is so well noted.

The program contemplates the use of outdoor advertising every month; with periodic newspaper advertising, point of purchase identification signs, as well as the use of other mediums from time to time as trade news or other exigencies suggest.



### H. A. Rick Dead

Harry A. Rick, prominent among advertising agency executives in Chicago, was drowned at that city last week. He was with Lord & Thomas and was forty-one years old.

Mr. Rick was for a number of years with Henri-Hurst & McDonald, Inc. Later he became associated with Lord & Thomas.

In 1924 Mr. Rick and Robert Giltnane established the firm of Rick-Giltnane, advertising agents. Mr. Rick later was appointed vice-president and Chicago manager of the old George L. Dyer Company. He returned to Lord & Thomas in 1929.

### "Scholastic" to Be Weekly

*Scholastic*, Pittsburgh, beginning with the issue of September 23, will be published weekly during the high school year, with the exception of Thanksgiving, Christmas and Easter. There will be thirty-two issues a year instead of eighteen as heretofore.

### Adds Waxman to Staff

Al S. Waxman has joined the service staff of The Recorder Printing & Publishing Company, San Francisco. He formerly was with Sears, Roebuck & Company as Pacific Coast director of sales promotion publicity and direct mail.

### Steiner Joins Mills Novelty

The Mills Novelty Company, Chicago, has appointed Harry E. Steiner as general sales manager in charge of sales of all refrigeration products and several other specialties. He formerly was vice-president and general sales manager of the Holcomb & Hoke Mfg. Company, Indianapolis.

Mr. Steiner states that he will begin at once building a sales force of 500 trained specialty men, working out of offices newly established by the company in Chicago, New York, San Francisco, Boston, Detroit and Pittsburgh.

A new direct-mail and space campaign is planned by the Mills company on its Counter ice cream freezer.

### Lawall with Chipman's

Frederic F. Lawall, recently account executive with Pedlar & Ryan, Inc., New York, is now sales promotion manager of the Chas. Chipman's Sons Company, Inc., New York selling office for a number of hosiery mills.

### Appoints C. W. Paddock

Charles W. Paddock is now business manager of the Long Beach, Calif., Press-Telegram. His appointment was made to fill the vacancy caused by the death of W. H. Hosking.

## An Impromptu Test, and Then the Advertising Starts

## **It's All an Experiment, but Makers of "Smoothie" (New Product) Are Confident of Results**

By Bernard A. Grimes

"It is all right to give full credit to the value of preliminary marketing and advertising tests so long as a fetish isn't made of them. There are times when the wisest plan is to jump headlong into the introductory work of a new product."

This isn't merely an expression of opinion on the part of William A. Dolan, president of Wilbert Products, Inc., New York, and its subsidiary, Certified Extracts, Inc. He is acting on this principle now with the introduction of "Smoothie," a preparation for making ice cream in the home, and a new item in the Certified line.

In contrast with the acknowledged advantages conceded to testing, he holds that, on occasion, its use may be dispensed with if the element of time is important, if the manufacturer enjoys the confidence of his trade, if he is satisfied that there is a waiting market and, most important, if due caution has been taken to make sure that the product has more than a fair chance of winning continued consumer acceptance.

The addition of Smoothie to the Certified line, it is felt, is a logical extension of its extract business. For two years the company has watched the increasing installation of electrical refrigerators in homes and the emphasis which the advertising of that industry has placed on frozen desserts. During that time it has been working to find a formula for a prepared ice cream product which would contain no starch or gelatin.

When the desired formula had apparently been discovered, it was tried out in the homes of company executives, employees, the members of several bridge clubs—reaching, in all, about fifty women who prepared ice cream with the product.

Many more people, of course, were given an opportunity to pass judgment on its palatability. It won favor.

The company was satisfied that the trial users and samplers represented a cross-section of the buy-

**NOW! A simple, sure  
way to make REAL  
ICE-CREAM**

in your automatic refrigerator!



It's just as simple as that. You can't rest. Stand somewhere, kick rocks, scratch at velvet — not "hands." No cooking. No bedding. No cleaning. Sleeplessness is the key to success in reducing real live insomnia at home. It controls you, guides you, directs you.

# *Smoothie*

AT ALL GROCERS' - 10c.

*No time was lost in introducing this product in newspaper space*

ing public, including as they did homes in residential suburban districts, homes of stenographers, and homes of factory workers. When employees were given the product for test, nothing was said about its being related to the company. For all they knew it might have been something put out by a competitor. This was done so as to get a genuine test of opinion which might

July 27, 1933

July 27

not have been forthcoming if they felt that they might have to say something complimentary to hold their jobs.

When it came to the question of picking a name, another matter often subjected to test, this suggested itself. Many of the trial users spoke of the smoothness of the product and this feature led to selection of Smoothie.

An attractive package was designed incorporating the desired essentials of distinctiveness, trademark prominence, directions for use, and three recipes.

Everything was then ready for marketing.

"We have a summer item," Mr. Dolan said, "and we felt that we had no time with June approaching, to run around testing markets and copy. We immediately started calling on the trade and getting them to stock the new item. We also made plans for immediate advertising. We had submitted Smoothie to recognized food authorities and received their approval. In the final analysis the housewife was the one whose judgment was important and taking the product to her for approval would be test enough for anyone.

"What we are doing after all, I suppose, is testing except that we are going right into the markets we want to tackle first including the New York metropolitan area which, if you please, is often considered to be typically one of the last markets to break into.

"If we are successful, the cost may not be much more than that of an intensive program of trial campaigns. In addition, if the product goes over, it is one summer farther ahead than would otherwise have been possible."

The month of June was spent calling on the trade. Every man on the sales and executive staff pitched in. Almost complete chain distribution was obtained in a week. In-

stead of trying to get overlapping jobber representation, major jobbers were given the product.

Distribution for the present is confined to the New York metropolitan area and New England. Advertising broke last week in the newspapers of New York and surrounding cities, Bridgeport, Springfield, New Haven, Hartford, Boston and Providence. Copy will continue to appear every week until the end of September.

"We've lost no time in advertising," says Mr. Dolan, "because we want to get our story over to Mrs. Consumer now, in the summer when women are more inclined to try our product when they are giving thought to ice cream. If she becomes acquainted with it this summer, we stand a good chance of keeping her as a user through the winter."

The product went on the market July 1 and at the close of the third week, sales were more than 50,000 dozen.

"This distribution," Mr. Dolan says, "has come to us on the strength of our reputation with the trade. Dealers have been handling several of our items for years and they know if we say that we are going to do a merchandising job we will follow through with our program. They also know that if our anticipations go haywire, we will make good."

Smoothie is sold in counter display cartons, twelve to the carton. The offer to the trade is one dozen free with each five dozen order.

The reception which the trade is giving it is evidenced in what several chains are doing to promote its sale. Their sale circulars prominently feature the product in boxes. In one instance, a circular reproduces an illustration of the package and repeats the five recommendations for its use as set forth in the company's newspaper advertisement.

### Has Shoe Account

The Allen Edmonds Shoe Company, Belgium, Wis., Osteo-Path-Ik shoes, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, Chicago. Magazines, business papers and direct mail will be used.

### Jackson to Join Coast Agency

J. H. Jackson, account executive with The Caples Company, New York, for many years, will join the San Francisco office of Bowman, Deute, Cummings, Inc., San Francisco, on August 1, in a similar capacity.

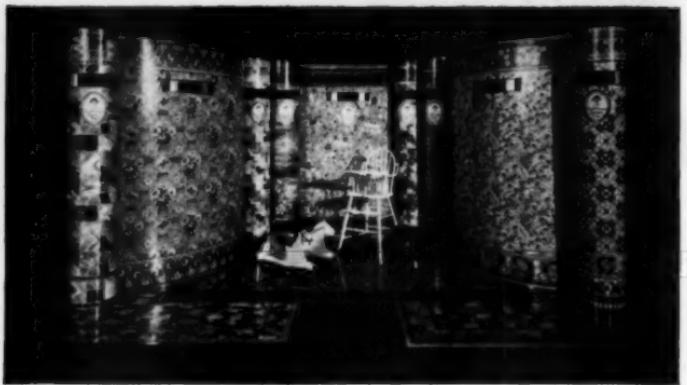
# TRADE PUBLICATIONS WANTED

## *For CASH*

**WE** should like to purchase outright for cash one, two or three trade or technical magazines. For consideration, submit financial and earnings statement for the years 1924 to 1929 inclusive, and for the years 1930 to 1932 inclusive, after which we shall get in touch with those whom we desire to interview. We guarantee confidential negotiations. Check our record for "square shooting."

# MOTOR SERVICE MAGAZINE

549 W. WASHINGTON BLVD.  
**CHICAGO, ILL.**



## These Rug Displays Make Retail Salesman's Job Easier

Shown in Half and Quarter Sizes, Affording Customer Wider Range of Selection, Armstrong Merchandise Moves Faster

**T**HE Armstrong Cork Company has solved a knotty display problem. Since felt base rugs are shipped in cardboard cylinders, little opportunity for display has been afforded in the past. Merchants were reluctant to open the cartons and sold almost entirely by showing lithographs of the patterns.

By designing displays composed of half and quarter-size rugs, combined with labels and cutout display material, the use of full-size rugs from stock and consequent damage to salable goods were eliminated.

The attention value of these displays is increased by the use of the "Quaker Girl" label and by a special black and silver band bearing the name of the rug, the pattern number, and the sizes in which the rug is made. Space is left on the label for marking the retail price. Customers are able to see at a glance all the essential information they desire, and the floor covering salesman's job is made far easier.

Another advantage is that since the display rugs are not full size, there is no temptation to remove the purchased pattern from the display.

The eight displays furnished last

year have been such effective salesmakers, that the Armstrong advertising department designed five new displays to stimulate sales this year.

The trade reports that definite sales results have been traced to the displays. A California distributor says:

"During the past season I have enjoyed a business in Quaker rugs amounting to four times my season's average for the last three years. Your rug display has been the big factor in bringing about this increase."

The value of the display is described by a Boston wholesaler as follows:

"The use of these half-size rugs enables the smallest merchant to offer his customer the widest possible selection of patterns. These samples can be supported by a comparatively small stock in the dealer's hands and this stock can be replenished daily on the basis of actual sales. The selling problem on felt base rugs has always been one of adequate display and these half-size rugs enable the customer to enter a retail store and select a felt base rug without the necessity of first asking about the

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type of rugs available, and then waiting until the retail salesman is able to locate the lithographs of the rugs that are actually in stock.

"We have been successful in placing in comparatively small retail stores, Quaker rug displays that would do justice to a large metropolitan retail outlet."

The half-rug sections are sold to the retailers and intended exclusively for display purposes. With the display is furnished a cutout of a Quaker Girl holding a slate. There is no charge for the lithographic display itself. Dealers are urged to complete the displays with accessories such as kitchen furniture, nursery fixings and the like. These are supplied, of course, from the merchant's own stock.

W. W. Herrold, of the company, says:

"This has been our outstanding point-of-sale display idea, not only for this year, but we believe we are safe in saying it has established an all-time record for us. More than three thousand merchants have purchased these half rugs for display purposes."

Armstrong also furnishes cut-out displays for its dealers and color enlargements of current magazine advertisements. It does not charge for display material of this character.

All the advertising material is distributed on requisitions filed by wholesalers' representatives, Armstrong's own field representatives, or upon direct application by the retail merchant.

Carbon copies of all shipping orders covering advertising matter of all kinds are sent to the company's branch offices. The branch manager distributes these copies among his salesmen, so that as calls are made, the application of the advertising matter may be checked. This check is not complete, however, because the company's own sales force cannot possibly cover all of the outlets.

From time to time certain pieces of advertising matter are distributed in person by company representatives. More limited editions are prepared when such distribution is contemplated.



## help wanted

The point is obvious, you say? Quite right, only in a stricter sense it is an old phrase relegated to the discards way back in 1929 and revived in the form of an increase in Help Wanted advertising published during the month of June in the Newark Evening News. Not since 1929 has this particular classification, the true yardstick of business conditions, shown such a highly encouraging and brilliant picture.

Naturally, this increase after four years is significant. More closely defined it means there are more jobs available in the area served by the NEWS. More jobs means a quickening of industry's tempo—a speeding up of production—orders must be piling in. Increased employment means increased payrolls, more money earned, a bolstered purchasing power!

In the country's most industrially diversified city it was inevitable that this improvement would reveal itself at an early stage in the changing trend—an accurate barometer of Newark's exceptional trade possibilities.

## Newark Evening News

EUGENE W. FARRELL,  
Business & Advertising Mgr.,  
215-221 Market Street,  
Newark, New Jersey.  
OMARA & ORMSBEE,  
General Representatives:  
New York Chicago Detroit,  
San Francisco, Los Angeles

## Business Books in Brief

### PRACTICAL ADVERTISING.

By Herbert Field King. (D. Appleton & Co.) A manual of advertising operation, this book covers the field of advertising concisely and thoroughly.

It is most refreshing to find a book on advertising which does not set down a lot of rules which every good advertising man knows can and should be broken at times.

Rather than write a book based on theory and rules, Mr. King has confined himself to the essential facts, not fearing, however, to touch upon theory when he feels that it is essential.

This is an excellent book of its kind.

\* \* \*

**Readings in Marketing.** By Fred E. Clark. (The Macmillan Co.) Whereas this is ostensibly a revised edition of an earlier book, because of the vast changes that have taken place in the field of marketing the current volume is to all intents and purposes new.

As the title implies, this is a collection of articles on various phases of marketing taken from a wide variety of publications and written by an equally wide variety of authors. It covers not only merchandising but also deals with such subjects as price maintenance, physical supply, market finance, market risk, market news, and the marketing of various types of products.

This is an admirable reference book although, of course, its chief value will be for use in college classes.

\* \* \*

**Can Business Build a Great Age?** By William KixMiller. (The Macmillan Co.) During the last three or four years we have been treated to a number of suggested remedies by various self-appointed doctors who saw that the world was very sick and did not hesitate to come forward with their ideas of how it could be cured. Recently the supply of this type of book has rather thinned out, although some interesting panacea books are still be-

ing published from time to time.

Among these is Mr. KixMiller's book which is a defense of the capitalistic idea without being a defense of capitalism as we have known it. While the National Recovery Act is in process of being tried out, books like this lose some of their interest but if the Recovery Act fails in its large purposes, business will probably go back at books of this type for its encouragement and ideas.

\* \* \*

**Modern Industrial Organization.** By Herbert von Beckerath. (McGraw-Hill Book Co., Inc.) This is one of those rewarding business books which requires long and thorough reading. It is not a superficial discussion of the subject and therefore makes unusual demands upon the intelligence of its readers. One chapter, "Industry and the Markets," should be required reading for every educated advertising man.

The best summary of its contents is contained on the book's own jacket which says: "This book presents an intensive survey of increasing industrialism throughout the world today, of cartels and combines and other weapons of industrialism, and of regulation, individual control, and other methods being used to combat this trend."

\* \* \*

**Introduction to Business Management.** By Harold H. Maynard, Walter C. Weidler and Karl D. Reyer. (The Ronalds Press Co.) In a period when new business books have become rather scarce, some of the slack is being taken up by revised editions of books which have proved their success. Thus this is a revision of "An Introduction to Business." It is a text book and, as such, covers its ground thoroughly and concisely. Its aims and purposes are well described by the various parts in which it is divided as follows: Nature of business management; office management; financial administration; personnel management; production management; market

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management; transportation and public utilities; business association; the business enterprise and the public.

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**National Industrial Recovery Act and Re-employment Taxes.** (Prentice-Hall, Inc.) This forty-six page book was one of the first and is still one of the best summaries of the Recovery Act. It is recommended to all business men who wish to have on their desk a readable copy of the Act with simple, but thorough interpretation of its various sections.

\* \* \*

**Modern Business English.** By A. Charles Babenroth. Revised by Peter T. Ward. (Prentice-Hall, Inc.) Another excellent book brought up to date by painstaking and careful revision. As a standard work on the subject, this book went through seven printings and it is easy to predict that the revised edition is likely to be equally successful.

### New Addresses

Ferry-Hanly Advertising Company, Kansas City, Mo., office now located at 911 Walnut Street.

Efficient Letter Company, Inc., 141 East 25th Street, New York.

John L. de Bruyes Advertising Agency, Ben Milam Hotel, Houston.

Newspaper Boys of America, Inc., headquarters now in the Merchants' Bank Building, Indianapolis.

Simmonds & Simmonds, Inc., 201 North Wells Street, Chicago.

Clark-McDaniel-Fisher & Spelman have consolidated Cleveland and Akron offices and occupy new quarters at 815 Superior Avenue, Cleveland.

Charles C. Morchand Company, engravers and printers, R.C.A. Building, New York.

Read Printing Company, New York, R.C.A. Building, New York.

The Printer Managers Association of Utah, 202-203 Dooly Building, Salt Lake City.

Harry A. D. Smith, advertising, 637 Terminal Sales Building, Portland, Oreg.

### L. M. Clark Joins Starch

Lloyd Montgomery Clark has joined Daniel Starch and Staff, New York, to direct the sales and service of a recently formed division of commercial research, to serve companies in planning their businesses under the National Recovery program. Mr. Clark was formerly advertising director of the General Motors Export Corporation and, more recently, has been with the Detroit office of J. Stirling Getchell, Inc.

# RUSH YOUR MATS AND PLATES FASTER —AT LESS COST

No ifs, ands or buts about it—your mats and electros GET THERE by Railway Express. Our RUSH label insures special delivery on arrival—DAYS, NIGHTS and SUNDAYS—and permits no pauses in transit—your plates and mats RUSH—all the way.

**THE NEW REDUCED RATES ARE:**  
**Mats—Pound rates . . Minimum, 2¢**  
**Electrotypes—Pound rates . . Minimum, 3¢**  
**Advertising matter printed, engraved,  
etc.—8¢ pound . . Minimum, 1¢**

*These rates include pick-up and delivery  
in all principal cities and towns.*

Add to speed and economy the dependability of Railway Express and you deal three smashing body blows to the ogre of closing dates. And for that extra special rush, we offer Air Express with reduced rates and faster schedules.

For information or service call any Railway Express Agent.

# SHIP BY RAILWAY EXPRESS

**Agency, Inc.**

**NATION-WIDE  
RAIL AND AIR SERVICE**

# Industrial Advertising Leads the Way Out

(Continued from page 4)

General Electric, and Westinghouse.

An increase has just been authorized—the information comes to PRINTERS' INK by wire from Vice-President B. D. Patterson—by the Harnischefeger Sales Corporation.

It is known in industrial circles that a certain giant producer of industrial products is overhauling and strengthening the advertising of its far-flung subsidiaries. The giant is the United States Steel Corporation.

And, of course, the list of names is not complete. I know of two companies, both factors of influence in their field, that are not ready to release the news. One of them authorized an increase last Thursday. The other telegraphs:

**ANTICIPATE INCREASE IN OUR ADVERTISING EFFORT IN IMMEDIATE FUTURE STOP PRESENT PLANS ARE TOO INDEFINITE TO INDICATE HOW MUCH OR WHEN STOP PREFER YOU DO NOT MENTION OUR COMPANY'S NAME.**

Of course, there are other companies with plans in the formative stage; and they, too, are proceeding quietly.

The list is growing. To tap sources in touch with contemplated campaigns, I have talked during the last week with the heads of advertising agencies that specialize in industrial accounts, or have such accounts "in the house." Some spoke with caution. Others, without divulging clients' names, talked more openly. The gist of what they say is this:

"Several of our clients are considering substantial increases. They feel sure that there soon will be a very general increase in industrial advertising; and they aim to be represented, adequately. The market, they believe, is ready for their products."

To advertisers, the situation presents at least one "by-product" factor of special interest. The strengthened and extended advertising and the new advertising that is to appear over the signatures of producers of producers' goods, will appear—some of it—against a background of advertising that, throughout the depression, has carried on.

Advertising is no novelty, for example, to Westinghouse. Neither is it an experiment to General Electric, nor, to mention two more out of many, to S K F or National Lead. Their advertising policy squares with that of the Lincoln Electric Company, whose vice-president, A. F. Davis, sums up the idea, by telegraph, in the following:

**THROUGHOUT THE PAST THREE YEARS WE HAVE MAINTAINED OUR ADVERTISING ALMOST INTACT AND AS A RESULT DO NOT BELIEVE IT NECESSARY TO PARTICULARLY INCREASE AT PRESENT TIME STOP WE HAVE ALWAYS FELT THAT SUCCESSFUL ADVERTISING MUST BE LONG PULL RACE AND NOT HUNDRED YARD DASH.**

It squares, too, with the policy of the Reading Iron Company, whose president, P. N. Guthrie, Jr., says this:

Throughout this entire depression, the Reading Iron Company has not accepted the situation lying down. Throughout the entire period, we have been aggressive, not only with our advertising, but with our sales effort, the results of which are at present apparent.

Our advertising for 1933 is going along approximately the same line as 1932. We will neither increase it nor decrease it.

Policies of the Reading Iron Company are always aggressive.

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Yet, as we have seen, some of the long-pullers who have advertised through slump and discouragement are pulling even harder now—and over a broader scope.

A novelty in the situation is that a number of industrial advertisers, alert for new markets, are running "feeler" advertisements in publications in which they never have advertised before; and others are moving into fields that, for varying lengths of time, have been lying idle.

W. T. Watt, advertising manager of Fairbanks, Morse & Company, telegraphs PRINTERS' INK as follows:

**WE HAVE INCREASED OUR ADVERTISING SCHEDULE IN SOME MARKETS AND INDUSTRIES SHOWING THE BEST RECOVERY STOP PLANS ARE BEING MADE FOR FURTHER ACTIVITY IN IMPORTANT MARKETS AND IN OTHERS WHERE WE HAVE NOT BEEN REPRESENTED THIS YEAR STOP MAY NOT BE SCHEDULED UNTIL LATE THIS YEAR.**

Broadly, what is the market at which these industrialists are shooting? It ramifies in many directions, but it seems to center around four major points: Textiles, steel, petroleum-production, and the railroads. Of the four, the steel industry, despite the fact that here and there its production is taxing plant capacity, is doing some advertising on its own account, and so—it scarcely seems necessary to point out—is oil.

And, economically and psychologically, wherein lies the opportunity? I put the question to George R. Holmes, who, as president of the Technical Publicity Association of New York, represents a group of some of the nation's biggest industrial advertisers.

"The situation," said Mr. Holmes, "is something we've been waiting for for four long years. Consumer stocks are down. To supply them, manufacturers must step up production. And there are thousands of plants that are in no shape to step up, at all."

"The depression years have weakened production capacity to a greater extent than is generally imagined. We know that everybody has been trying to operate on as narrow a basis as possible. We know that, to keep going at all and to avoid buying new equipment or even replacements, manufacturers have taken parts out of idle machines and put them into machines that were in operation. We know that many companies have set up the rule that they would add nothing to plant outlay.

"Now, on the upward trend, demand revives. To meet it, manufacturers must re-equip.

"And this situation, right now, is the chance that we makers of producers' goods have known must come eventually."

I have touched on the new tone, the new spirit, that is to make itself manifest in the new advertising. I have predicted its appearance in next month's business papers. My prediction, I feel, is fairly safe. For the first of the new-note copy already is off the presses.

It doesn't talk price. It doesn't threaten. It doesn't warn its readers: "Prices are going up. Buy now, and save!"

It talks of the profits to be reaped from efficient operation of factories. It talks confidence. It talks—of all things!—about a sellers' market.

I quote from copy signed by the Solvay Corporation:

The National Industrial Recovery Act—how will it affect individual plants?

Operating under a code, with all plants in each special group fundamentally on a price-parity—at least so far as basic prices are concerned—just what factors will determine what particular plants will get the business? To our mind, these three stand out as the salient and determining factors:

1. Quality
2. Dependability
3. Service

Under the Recovery Act, though "rugged individualism" may be passing, the doctrine of the sur-

July 27, 1933

July 27,

**Stores Report  
June Business  
Held Up Well**

One Department Enterprise  
Shows Increase  
Per Cent During

**IRON PRODUCTION ROSE  
471-3% DURING JUNE**

**STEEL OUTPUT UP  
3 POINTS IN WEEK**

Iron Age Reports  
56% of Capacity  
Holiday Shut-  
down  
BUYING MORE

**STRONG TRADE RISE  
FOUND IN 100 CITIES,  
JOBS AND WAGES UP**

**Farm Prices Up 25 Per Cent  
Since February's Low Point**

By The Associated Press.

WASHINGTON, June 15.—Average prices paid to farmers have increased 25 per cent since the low point reached in February. "In the past two months farm grain rose 72 per cent while prices of cotton and 35 per cent," the Bureau of Agricultural Economics

Daily Output Largest Since  
31—Exceeds Mar-  
by 141%.

**Wheat Makes  
Good Showing  
For Half Year**

ains in Rise From  
50 Cents in Janu-  
ary \$1 Last Week

## *Increased Buying Power*

THE whole philosophy back of the National Industrial Recovery Act and Farm Recovery Act is increased buying power for the masses.

The South and West feel the new buying impulses through increased prices of farm commodities.

Wage earners going back in great droves in the cities, with their wants long unsatisfied, add the contents of their pay envelopes to the increasing tinkle of the cash registers.

The

Every city, every town, all sections have their own particular, newsy and dramatic story of improved markets to tell.

Now is the time to be telling those stories. Manufacturers, told by the President that advertising is a vital force in the recovery, need only news of where the most responsive markets are. They are naturally going to place their advertising dollars where they can do the best, quickest and most efficient job.

It is no time for publishers to keep the news of responsive markets to themselves.

To translate wheat, hog, corn, cotton prices into terms of more food, refrigeration and motor car sales, to give facts about city payroll increases is the big job of the moment. The lists are being made up now.

When the publishers' sales representative goes out now to make more calls, more quickly than ever before, his prospect should have been told the facts in advance.

The publisher who wants his men to come back with orders for fall space should be telling his story now to the men who decide where the money is to be spent. Those men will read your message in the pages of

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## The Printers' Ink Publications

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vival of the fittest does not die. It merely becomes the survival of the fit, and will prevail more than ever.

Those concerns that have always considered only strict adherence to these three vital elements will get the cream of the business; while to those who have failed to place quality, dependability, and service above everything else will fall only the dregs of business.

Soluol Corporation has never resorted to the doubtful expedient of lowering its standards to meet a price condition. It has always maintained and always will maintain the highest possible standard of quality, at sound prices. And on that basis it solicits the business of dependable customers.

Says an advertising page of the Industrial Rayon Corporation:

Now that we are at last emerg-

ing from the Valley of Doubt and Uncertainty and are once more facing the sunlight of brighter days, there will not be the slightest deviation from the policies of constructive helpfulness that have enabled the Industrial Rayon Corporation to write a notable record of progress in the last three extremely difficult years. Although we are in a sellers' market, it will still be our steadfast purpose to serve each and every one of our customers fairly, intelligently, and helpfully. In this way we are building for our organization greater and greater reserves of friendship and good-will as the years go on. . . .

There, I submit, is advertising that knows where it is going.

There, I suggest to consumer advertisers, is the tone, there is the spirit, of leadership!



## Today's Midgets Are Tomorrow's Giants

FORSTMANN WOOLEN COMPANY  
PASSAIC, NEW JERSEY

*Editor of PRINTERS' INK:*

Some years ago you published in PRINTERS' INK MONTHLY an article entitled "The Humble Beginning of Our Great Advertisers."

I keep a file of the articles in your esteemed publications that are of interest to me and this was one of my prize exhibits. But someone must have thought he needed it worse than I, for it has disappeared.

I would like to have a clipping of this article if there are any left at this late date. If not, will you tell me the publication date so that I can look it up in the library?

R. D. MANSFIELD.

THE article referred to by Mr. Mansfield was published in May, 1923, and was so popular that complete copies of it have long since ceased to be available. The reason for its popularity was the sound merchandising message that was taught by the experiences of some of our leading manufacturers

who grew from humble beginnings.

The chief lesson to be learned from a re-reading of this article and other articles on the start of big advertisers today is that many of our most successful companies got their impetus under conditions such as those through which we are now passing.

The hardy pioneers of business were courageous and wise enough to grasp the idea that depression conditions offered a challenge and, therefore, while others were bemoaning their fate and wondering what to do as recovery started, these pioneers stepped in with all their resources and fought their way to success.

We can't pick them out now but it is a safe guess to say that fifty years hence some of the names that are now painted on large factories will be forgotten while the names that are rather obscurely hidden away on the small factories on back streets will be used as the signatures of effective national advertising campaigns.—[Ed. PRINTERS' INK.]

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## Urges Church to Advertise

PAID advertising to sell the church to its 63,000,000 "prospects" in the United States was recommended by J. F. E. Nickelburg, executive secretary of the American Lutheran Publicity Bureau, in an address before the convention of the International Luther League at Chicago last week. Advertising should play as important a part in the affairs of the church as it does in commerce and industry, he said.

"In these days of vast problems and much confusion, the church has a message of importance for the many men, women and children who are non-churchgoers today," Mr. Nickelburg declared. "We can reach the great number of these and win 'new business' for the church through the columns of the daily press."

He cited precedent for this course from the Bible: "Publish and conceal not" and "when ye hear in the ear that preach ye upon the housetops."

There has for a long time been a tendency in church circles to regard the use of advertising as slightly unethical and undignified, Mr. Nickelburg noted. In his belief that prejudice is fast disappearing.

## Appoints Chirurg

The Rodney Hunt Machine Company, Orange, Mass., textile wet finishing machines, rolls and water power equipment, has placed its advertising account with the James Thomas Chirurg Company, Boston. Business papers and direct mail will be used.

## Has Insurance Account

The Montreal office of J. J. Gibbons Ltd., advertising agency, has been appointed to direct the advertising of the Prudential Assurance Company, Ltd., London. Newspapers and magazines will be used.

## Publishes "Every Woman"

*Every Woman* is a new bi-monthly magazine published by the Elite Publishing Company, Wilkes-Barre, Pa. The company is headed by J. M. Landau in association with P. L. Epstein,

# THE WASHINGTON POST

ANNOUNCES

## THE APPOINTMENT OF GARNER & GRANT

Glenn Building, Atlanta, Ga.

as

SOUTHERN ADVERTISING  
REPRESENTATIVE

and

## THOMAS L. EMORY

Monadnock Building, San Francisco, Calif.

as

PACIFIC COAST ADVERTISING  
REPRESENTATIVE

*Both Appointments Effective Immediately*

## Wanted: HIGH GRADE SALESMAN

familiar with the art of making printing ink and well acquainted with the large users. Splendid opportunity for the man capable of introducing a revolutionary improvement in the manufacture and application of ink.

Address "B," Box 158,  
c/o Printers' Ink.

July 27, 1933

July 27,

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by George P. Renell*

PRINTERS' INK PUBLISHING CO., INC.  
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 4-6300. President, L. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GRO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy, Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
 G. A. NICHOLS, Managing Editor  
 ROY DICKINSON, Associate Editor  
 C. B. LARRABEE, Associate Editor  
 BERNARD A. GRIMES, News Editor  
 Andrew M. Howe                                  Arthur H. Little  
 H. W. Marks                                        Eldridge Peterson  
 S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JULY 27, 1933

**It Works Both Ways** Last week's spectacular crash in stocks and various commodities impressed many thoughtful advertisers as being not an unmixed evil. And there seems to be plenty of solid ground for their reasoning.

The disconcerting occurrences in the New York Stock Exchange and the Chicago Board of Trade point unerringly to a great truth, to wit:

When speculation is indulged in, prices are going down as well as up. Inflation, as the New York *Times* suggests, is utterly without power "to insure speculators and farmers and manufacturers against any possible misfortune" in the way of falling prices.

Some advertisers, indulging in a type of economic thinking that is more emotional than logical, seemed to think that the price

trend had to be mechanically upward regardless of fundamentals.

The heavy blows experienced by prices last week demonstrate beyond all argument that speculation is never "a sure thing," inflation or no. PRINTERS' INK believes it was a fortunate and helpful experience for the country to get the opposing idea out of its system this early. For the upturn which has now set in can be seriously retarded if business is unable clearly to differentiate between speculative values and real values.

The New Deal does not mean that new and weird economics shall prevail. The same old rules work. Two and two still make four.

It is well that those people who boil at about 110 degrees or less should have had this great truth impressed upon them so forcefully. Business can now go ahead on a basis far removed from artificial. Merchandisers may still believe, and PRINTERS' INK agrees with them, that controlled inflation is going to be the keystone of recovery. But it is neither mystical nor magical. It works both ways.

**Argentine Scoop** One might have supposed that the laurels of these United States as the fountainhead of advertising inspiration and innovation were perfectly secure. For instance, there is the offer of an Eastern undertaker to supply the free services of a male quartet as a premium for favoring him with business.

It has become plainly our duty, however, in view of recent intelligence from the Argentine Republic, to report that the domestic advertising talent had better perk up.

A Buenos Aires cigarette manufacturer, in search for an advertising idea that would qualify as the South American equivalent of a wow, hit upon the plan of announcing that he was temporarily

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abandoning his packing machines. Thereby, the astute industrialist pointed out, work was being provided for several hundred people and every time a loyal Argentine set fire to one of his cigarettes a patriotic contribution was being made to the remedy of the nation's unemployment situation.

It worked—so well, in fact, that some of the manufacturer's competitors fell in line and are likewise publicly sacrificing the machine on the altar of public approval.

Argentina may have gotten the jump on this country in originating the idea, but we herewith register a scoop for the United States application. This editorial was written in long hand, thus giving our stenographer twenty-five minutes' extra employment figuring out what it says.

---

**We Appeal  
to History** Editors have their pride. Sometimes

we find gratification in editorial achievements that are important. Sometimes we are pleased by modest little accomplishments that, even in the currency of a country off the gold standard, wouldn't be worth a picayune. And sometimes, in our darker moments, we wonder what's the use.

For example, PRINTERS' INK tries to avoid *cliche*.

Thus, we have set it up, not as a rule but as a desideratum, that in discussing the virtues of illustration in advertising we shall *not* remind our readers that some sagacious Oriental is said to have said that "a picture is worth 2,000 words." (Or was it 10,000?)

Last week we answered, editorially, a reader's inquiry about pictorial functions. And not once in that answer did we mention the Chinese proverb, or *any* proverb, or even any Chinaman!

With pride, we fairly glowed. There, we exulted, was victory. At

last we've succeeded in barring it out. And then, to strengthen our satisfaction, we started back through past issues—and got as far as the previous week's. And there, in the Schoolmaster's classic columns, the danged thing is!

Of course, it got in under the cloak of quotation. But it just goes to show you that even the Schoolmaster, fussy as he usually is about such matters, can't be too careful.

Another of our editorial objectives is that, in discussing length of advertising copy, we shan't quote Lincoln.

In our issue of June 22, we answered, in print, the question of a reader who wanted to know how long copy ought to be. We answered him—and without so much as a mention of the Emancipator's name.

Again we glowed—too soon.

For the reader who wrote the question read our published answer, then wrote us again. Wrote he:

"I have read with interest and with profit your answer to my inquiry. And now, in the light of what you said, it seems to me that the whole thing can be summed up just as it was summed up by Lincoln when he said that a man's legs ought to be long enough to reach from his body to the ground!"

We can think up but one, double-barreled expedient. And that is for us to prove (1) that *no* Chinaman ever said anything about pictures and (2) that Lincoln never said anything about legs.

---

**Still Higher  
Education**

If it can somehow be contrived to hold the country together for about four years more, everything will be all right. Word has reached us that a prominent Middle Western university is preparing to establish a school of leadership, in which students will

be trained to take charge of things generally.

It is simply our own assumption that the process will take four years. It may take longer, as it does for dentists. On the other hand the interval may be shorter. Some universities, we understand, turn out advertising men in two years.

The idea should work out handsomely for a while, of course, because everybody agrees that there aren't any leaders at all right now, except loss leaders, which don't count. But in time other temples of knowledge will take it up and eventually people will be taught how to lead in night school courses and by correspondence.

There will be an overproduction of leaders, as there is of doctors and wheat now, and we'll have unemployed leaders. Probably the Government will have to step in with cash benefits to induce leaders to lie fallow a few days every month on a staggered basis.

Furthermore, it is just a toss-up as to which is best—no leaders at all or all leaders and no privates. Before the thing gets too far some of us may want to engage one of the graduates to lead us to a quiet, far-off nook in the stratosphere.

---

**To Old Employers** The young men who have just received advice in a baccalaureate sermon and diplomas in Latin which they may not be able to read, are out on the march for a job.

They have received almost all the advice there is—these young men with ambitions and a scroll.

How about a little advice to the older employers whom they are now eagerly hounding with a plea to be put to work?

Here it is: Never forget the ambition of the young men. Don't fail to realize as you march forward into new and untrodden

territory that youth has dreams, that you once had dreams, that the dream of today may be the accomplished fact of tomorrow.

These young men are your responsibility, old employer. They will turn their ambition and their dreams into profit for someone, perhaps for you.

Don't turn them down just because it is the easiest thing to do. The younger generation needs your guidance; they are your coming customers.

As they talk, think and act, so will the world be a few years hence. They, the young men outside your office railing are representatives of the generation that may make or break your product, your sales plan, the system upon which your very business depends.

Think it over as they send in their cards.

Don't be too busy to see them for a brief moment.

Take a few minutes, old employer, to meet young America.

---

**The President's Own** General Hugh S. Johnson, always frank and never too ladylike in his remarks (is it because he hails from Illinois, we wonder?), insists that the brain trust had not a single solitary thing to do with creating the National Industrial Recovery Act.

"Let me tell you," he says, "this is Franklin D. Roosevelt's own concept—his own particular property."

This makes PRINTERS' INK think all the more favorably of the Act—although we are not among those who deprecate the doings of the brain trust; brains, officially exerted, are needed in this country as never before.

But, some way or other, we have great and abiding confidence in the President—and the feeling is not disturbed even by the gyrations of his family.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

*"Not how much, but how well"*

— means that we are concerned more with the quality of our work than the quantity.

Such a policy will probably prevent us from ever becoming the largest agency.

But it will help us in trying to be the best.

**"NOT HOW MUCH, BUT HOW WELL"**

## The Little Schoolmaster's Classroom

**T**HREE are not a great many advertisers who get full benefit out of Government postcards. A few, however, use them as little in-between messages to dealers, as something outside of regular letter campaigns. Properly used to reinforce sales letters they can do yeoman service.

The National Carbon Company, Inc., is sending out a series of postcards, each one containing a sales tip. The Schoolmaster has before him Sales Tip No. 5 which asks dealers, "Have you sold any Wallites to truck owners—or to milk and bakery wagons?" There is an illustration which shows how a Wallite can be used to illuminate the interior of a delivery truck or van and the copy suggests further that they can be used as dome lights in passenger cars, as emergency elevator lights and in hundreds of other commercial installations.

The copy is limited and can be read by the average dealer at a glance.

Material of this kind does have a beneficial effect on dealer relations. The average retailer is just as anxious as a manufacturer to sell merchandise and he likes to have a little sales talk that he can give with every bit of merchandise.

On the other hand, he does not have time to learn long sales talks but if the manufacturer can give him something concise and definite which will show him how he can sell more of a product through opening new outlets, he is likely to be receptive.

He will probably be even more receptive if the tip gives him an opportunity to plus a sale. The Eveready Sales Tip No. 5 gives any dealer an excellent opportunity to add a Wallite sale to the sale of other merchandise.

\* \* \*

If there have been any doubts that recovery is on the way these are finally set to rest by an announcement that on September 5 in tonsorial parlors all over the coun-

**Sales tip  
No. 5.**

**EVEREADY  
WALLITE**



HAVE YOU SOLD  
ANY  
WALLITES  
TO TRUCK  
OWNERS—OR  
TO MILK AND BA-  
KERY WAGONS?



THESE lights can also  
be used in motor trucks,  
as dome lights in pas-  
senger cars, as emergency  
elevator lights and in  
hundreds of other com-  
mercial installations . . .

*They are ruggedly built to stand hard service*

**NATIONAL CARBON CO., INC.**  
GENERAL OFFICES: NEW YORK, N. Y.  
BRANCHES: CHICAGO, NEW YORK, SAN FRANCISCO

try will once more appear the *Police Gazette*.

This announcement instantly brought back to the Schoolmaster the smell of Bay Rum, the memory of hair carefully roached above spreading lip foliage, of shaving mugs, with their glittering golden initials and here and there, the envy of every boy who ever had a hair-cut, a picture of a wood-burning lightning express dashing across the countryside at thirty miles an hour.

Well does the Schoolmaster remember one sultry day, when he sat in the barbershop waiting his turn at one of the two chairs.

Fred Ashbach and Doc Knight were engaged in a somnolent discussion of the merits of Maud S., while Fred occasionally languidly removed a square yard or so of the Doc's faded hair.

Nobody was looking and the Schoolmaster, then a slightly rebellious pupil in Miss Hampton's fourth grade, hooked his bare toes

around a chair and Police G.

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around a rung of the cane-seated chair and grabbed the copy of the *Police Gazette*.

On its cover was a picture which, as the Schoolmaster remembers, was labeled "Fun at Coney Island." On a shabby, deserted stretch of beach three corypsies raffishly attired in nine-piece bathing suits were gamboling in the water and one of them, a brazen hussy, was exposing to the gaze of a leering dude at least three inches of stocking-legged leg.

It was at this moment that Fred finished his work on the Doc and said, "Well, bub, I guess it's your turn."

That one quick glimpse into the sinful life of the denizens of a great city was the Schoolmaster's first introduction to the famous pink publication that had such a long and lusty existence before it was suspended a few years ago.

It is with unusual pleasure, therefore, that the Schoolmaster reads that this old favorite "will appear regularly twice a month, filled with REAL live, sensational sports news, sex stories and girl pictures, such as have not appeared in it for years."

\* \* \*

It is necessary to chronicle another step in the great steel body vs. wood-steel body battle.

Recently Chevrolet issued an advertisement which told in great detail why a wood and steel body is vastly superior to one made solely of steel. Inasmuch as Henry Ford in his letters to the public has been talking a great deal about all-steel bodies, the Schoolmaster has been watching with interest to see what he would say, particularly

## SALES FOR SALE

Seasoned sales executive, who has produced profitable results in spite of adverse business conditions, seeks opportunity with an aggressive, financially sound manufacturer. Experienced in product package and merchandising modernization. National contacts with diversified trade channels. Sound thinker, creative minded, hard worker. Capable sales director and strong personal salesman. Age 40, college graduate, Protestant, ample proof of ability. Present location Ohio. Box "C," 159, Printers' Ink.

## OPPORTUNITY

**SALESMEN WANTED** to represent this large national printing, commercial calendar and office supply house. We manufacture by all processes— everything applying ink to paper—all general printing. Men needed are those with car experience preferable but not essential—those willing to make a small goodwill deposit on samples, which is returnable. Only the better type, capable men will answer this ad, for they will ask their banker or any concern's purchasing agent about us. No collecting is done by our representatives. References desired with application.

**FORT WAYNE PRINTING CO.**  
FORT WAYNE, INDIANA

**4** -Color Ben Day Process  
Printing on Newsprint;  
Your Plates or Ours  
*Shopping News*—Cleveland, O.

## Want a Grocery (or Drug) Sales Manager?

20 years' national experience marketing dozen foods. Wide acquaintance with corporate and voluntary chain and jobber buyers. Successful organizer and manager. Able to enthuse and make sales force produce. 8 years in present job. Current sales ahead of previous 12 months. 41 years old. May we introduce him? "A," Box 157, Printers' Ink.

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER  
VICTORIA

since in one of his letters he had announced that knocking a competitor's product was not one of his policies.

Mr. Ford may not use harsh words about competition but in an advertisement dated July 21, he says,

"Until we learned better, we used to mix wood and steel in our car bodies and wheels.

"It was the best way to make bodies—then. But the state of the art has advanced."

He then continues at some length to explain just why he discarded wood-steel body construction. And the things that he says are far from being a hearty endorsement of this type of construction.

The Schoolmaster now waits, not too feverishly, for the answer. He hopes, however, that the automobile manufacturers will not become so interested in the body war as to forget that after all their primary job is to sell automobiles and not to fight with each other.

\* \* \*

Several members of the Class have written the Schoolmaster commenting upon what they thought was an error in our forty-fifth birthday editorial.

The editorial remarked that in 1888 "men were searching Africa

for the lost explorer Stanley." Eager to correct PRINTERS' INK, the sticklers for fact said something to the effect that Dr. Livingston would have been surprised to hear about this.

As a matter of fact, Stanley did look for Dr. Livingstone (that is the correct spelling, not Livingston) in 1871 and when he found him in the depths of the wilds on the tenth of November, that year, made the famous remark, "Dr. Livingstone, I presume?"

However, that was years before 1888, Dr. Livingstone was found dead on May 1, 1873, and was deposited full of honors in Westminster Abbey on the 18th of April, 1874.

It was Sir Henry Morton Stanley whom men were searching Africa for in 1888. That was the time that Tippoo Tib, African chief, broke faith, murdered part of Stanley's men and drove him off into the wilds.

Collecting the survivors of the rear guard, Stanley again traversed the primeval forest, was lost for months (until January, 1889) when he brought 246 men through to Albert Nyanza out of the 646 men who had entered the Congo with him.

The Schoolmaster therefore thanks those who wrote him for their careful attention to the editorial and assures them regretfully that they are all wrong.

### Merge with Parent Company

The International Business Machines Corporation has merged all of its United States subsidiaries with the parent company. By the merger the parent holding company becomes the operating company. Subsidiaries merged with International are: The Tabulating Machine Co.; International Time Recording Co.; Dayton Scale Co.; 310 Fifth Avenue Corp.; International Scale Co.; International Business Machines Delaware Co., Inc., and International Business Machines Maryland Corp.

F. W. Nichol, assistant to the president, has been elected a vice-president of International Business Machines Corporation.

## WANTED

Three years ago I purchased a class weekly which while showing a handsome profit for almost 50 years had through extravagance, poor management become "Cash Burner" and losing proposition. In 1931 it lost \$62,000.00. In 1932 it lost about \$30,000.00, and for the first six months of 1933, the worst year in the publishing business, it lost less than \$300.00 per month or at the rate of \$3,600.00 for the year. In 1926 it did a gross business of almost half a million dollars. With present management it will show a profit of from \$80,000.00 to \$75,000.00 on a gross business of \$200,000.00, or less than half of 1926 business.

I need a partner who is under 45 years, willing to work for fat profits instead of a fat salary and who is in a position to invest \$10,000.00 or more.

Address D. B. H., Box 155, Printers' Ink.

**Fred A. Wish Inc.** Representing over Sixty well known  
and capable Cartoonists!  
**12 E. 41<sup>st</sup> St. N.Y.C.** Send for List. Let us quote you on your needs

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# Classified Advertisements

## BUSINESS OPPORTUNITIES

**Wanted:** Experienced agency man or advertising manager to invest \$5,000 to \$25,000 with services in established manufacturing business netting \$2,500 monthly, with rapidly expanding sales. Address Box 992, Printers' Ink Weekly.

## HELP WANTED

**WANTED: SALESMAN FOR NEW YORK DIRECT MAIL CONCERN. MUST HAVE EXPERIENCE. COMMISSION—20% & 15%. BOX 988, PRINTERS' INK.**

Salesmen with clientele for metal displays and signs. Largest manufacturing plant in the East. Generous commission. Communications held in strictest confidence. Box 991, Printers' Ink.

**Office Assistant**—A competent woman to work in connection with scientific and educational journals; nine months in the country; three months in New York City. Knowledge of proof and manuscript reading, in addition to stenography and typewriting, desirable. Apply by letter giving all particulars, including salary required, to S. P., Box 989, P. I.

## NEWSPAPER PROMOTION MAN

Wanted by large publisher in Southwest. Must be thoroughly experienced in newspaper promotion work of all kinds—display, classified, editorial and direct mail. Prefer man who can make attractive layouts as well as write selling copy. Retail advertising and merchandising experience would be an asset. Moderate salary. Write Box 987, Printers' Ink and give ALL essential information in your first letter, including salary wanted. Send not more than twelve samples of recent work.

## ADVERTISING SALESMAN

With Direct Mail or Printed Specialty experience. A permanent position for man of energy and ability to contact high grade retailers, manufacturers, and wholesalers for an old established, well-rated Chicago manufacturer. Liberal compensation; leads furnished; valuable cooperation. Exclusive territory arrangements. Write fully, giving qualifications. Enclose recent snapshot if possible. **PROCESS CORPORATION, Dept. 104, Troy at 21st, Chicago.**

**WANTED: CONTINUITY WRITER** Our chain broadcasts require a brand of warm, human copy; a deep understanding of human nature, and a deep sympathy for the sick. Our program has been carefully built along those lines; talent headed by the outstanding announcer of this type. This job is to furnish him strong copy for the commercial announcements, in his own style. This calls for writing of a high calibre. You may never have written radio copy; this is not material. Give your experience and other qualifications, salary expected, but most of all, samples of simple, forceful, persuasive copy. Address Box 980, P. I.

**Position of Extension Secretary** is offered a qualified direct mail man or woman by established, national educational service institution. An unusual opportunity to the right person who desires to build a substantial future in a field of unlimited possibilities. Investment required. To receive consideration reply must give full details. Box 982, P. I.

## MISCELLANEOUS

**Kosmos** (Bi-Monthly). First issue Sept. Excellent medium in which to advertise Books, Paper, Pencils and quality products. Low page rates. KOSMOS, P. O. Box 374, Philadelphia, Pa.

## ARE YOU SATISFIED WITH YOUR SALES IN NEW ENGLAND?

An organization consisting of four salesmen and two demonstrators, headed by a man of national reputation, is seeking an additional exclusive line for New England and New York territories. Thoroughly familiar with Department, Electrical, Hardware, Chain Store and Premium trade. Now selling an item which requires demonstration as well as sales promotion ideas. Product must be a necessity and made by a manufacturer of good standing. Box 981, Printers' Ink.

## POSITIONS WANTED

**Stylist-Copywriter; Free Lance;** wide experience general fashion work; smart modern articles and booklets prepared; now employed nationally known organization. Box 983, Printers' Ink.

**TRADE PAPER MAN** seeking position advertising manager or sales representative, 15 years' experience in trade paper field. Personality, real selling ability. 37 years old. Box 984, Printers' Ink.

**Sales Manager's Assistant**—Secretary Stenographer, Industrial Engineering Experience. Trained in statistics, market surveys, Routines, etc. Executive ability and conscientious worker. Christian. Box 985, Printers' Ink.

**Capable Young Advertising Man (26)** wishes to specialize in the merchandising of products to the Juvenile Market. Will welcome any position that will give him training in this field. Remuneration no factor. Box 979, Printers' Ink.

**Do You Want to Increase Your Business** through the services of a woman sales promotional manager? I am a recognized fashionist, journalist, lecturer, advertising and sales letter writer. References exchanged. Address Box 990, P. I.

**Advertising Manager or Space Buyer** formerly with one of country's largest agencies. Selling and survey experience of 13 years. Have handled sales planning and media selections for many of largest national accounts. Box 986, P. I.

July 27, 1933

July 27

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# Business Will Not Come Back Unless You Go Out and **BRING IT BACK!**

A MOST effective way to do this  
is by DIRECT MAIL. • One firm using a series of  
mailings we prepared has just reported "OVERSOLD."  
• Many others report highly profitable returns.  
May we try our hand at something for you?

[ Mail the form below  
to start the ball rolling. ]

MEdallion 3-3500

**CHARLES FRANCIS PRESS**  
461 EIGHTH AVE., at 34th ST., NEW YORK

- 
- Am interested in a good selling idea.
  - Would like to see mailing series mentioned above.
  - Have a job for estimate.

Firm.....

Address.....

Name.....

MAIL TO CHARLES FRANCIS PRESS • 461 EIGHTH AVENUE, N. Y. C.

July 27, 1933

DURING the first six months of this year the Chicago Tribune published

**110,612 MORE LINES**

of department store advertising than any other Chicago newspaper.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER